

# ELECTRICAL MERCHANDISING

DECEMBER • 1952

McGRAW-HILL PUBLISHING CO., Inc.

PRICE SEVENTY-FIVE CENTS

*Season's  
Greetings*



## Meet your new salesmen!

**On the left . . .** that's Mr. Four B. I., a protecting-type guy who guards A. O. Smith *Permaglas* Water Heaters against water heater rust and corrosion with his exclusive and effective four basic improvements.

**On the right . . .** that's Ruthless Rust, enemy of ordinary water heaters, who attacks them and chews holes in them. Only a *Permaglas* with Four B. I. stops him.

**Both of these characters** are salesmen for you, if you feature *Permaglas*. Because they're

selling *Permaglas* dramatically and definitely in advertising that reaches 40,000,000 home-owners.

**Take advantage** of these different and dynamic salesmen. Contact your nearest A. O. Smith distributor or mail the coupon . . . now!

**COST NO MORE than  
ordinary water heaters.**

A. O. Smith Corporation  
Permaglas-Heating Division, Dept. EM-1252  
Kenosha, Illinois

Please send me your free Booklet "Murder in the Tank" and complete information on the sales advantages of *Permaglas* Automatic Water Heaters.



Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**A.O. Smith**  
PERMAGLAS-HEATING PRODUCTS

**SALES:** Atlanta • Chicago 4 • Dallas 2 • Denver 2 • Detroit 21  
Houston 2 • Los Angeles 22 • Midland 5, Texas • Milwaukee 8  
Minneapolis • New York 17 • Philadelphia 3 • Pittsburgh 19  
San Francisco 4 • Seattle 1 • Springfield, Mass. • Tulsa 3  
Washington 6, D. C.

**SERVICE:** Chicago 17 • Dallas 1 • Los Angeles 12 • Union, N. J.  
International Division: Milwaukee 1 • Licensee in Canada: John Inglis Co., Ltd.





# The National Appliance-Radio-TV Picture

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

## The East



By ROBERT W. ARMSTRONG

**TV the bright spot as the market goes soft . . . UHF stations bring new hope to saturated markets . . . Boston gets a new twist in food plans**

**A**PLIANCE and television sales, which had started a slow mushrooming in September and early October for eastern dealers, turned plain mushy in the second half of October and showed no signs of improvement during the second week of November.

**What Had Happened?** Most retailers, at a loss for any other reason, attributed the sudden softness to the distraction of the political campaigns, but few could offer any reason at all for its continuance after November 4.

But, although there was some doubt as to the causes of the slow-up, there was no doubt about its existence. A big Philadelphia merchant describes it thus: "The last 10 days of October, business went to hell. Refrigeration is very slow, below normal. We sell a few TV sets, but there is no big demand for anything. We are promoting heavily, as much as we ever did, and I hate to think what our sales would be like if we were not running all these promotions. Even automatic washers and dryers are off. Apparently, the continued good weather has hurt dryers and we haven't been able to move them even with a '\$50-for-your-old-clothesline' offer."

**Down Goes Volume.** A major outlet in Boston shows that the decline is not localized by reporting a "softening sales volume," although "total receipts for October were ahead of 1951." In upstate New York dealers

report that "action slowed down a bit during the last two weeks of October" or that "we had one very bad week in October," confirming the general trend. Out on Long Island, New York, merchants found volume "spotty and varied" and blame most of it on a decline in refrigerator sales and lifeless washer and dryer volume. In Washington, D. C., two department stores go along with the majority by reporting slow sales of white goods.

**Up Goes TV.** If there is any bright spot in the marketing picture, TV fills it. Stores all over the East report that it is one of the few items holding up its head. Sample comments run like this: Washington—"TV is the best item;" "October was a very good month for TV;" "TV is good." Boston—"Pleased over the demand for TV." Upstate New York—"Our TV business is up about 20 percent." New York City—"TV has the edge over white goods."

In some areas other items are also keeping meat on the dealer's table. A New Jersey dealer reports that the only product for which demand outruns supply is a portable refrigerator. Dishwashers have been business mainstays for firms on Long Island and in Washington. Boston, while crying over the failure of water heaters to get hot, reports that ranges are booming. Washers and freezers are doing well in two Washington outlets.

As for small appliances, some merchants report good sales of such items as sun lamps, heating pads and space heaters, but more dealers were buying small items for the Christmas trade (such as record players, small radios) than were selling them.

**The Squeeze Gets Tighter.** Coupled with the general inability to set sales records during October and early November was the continuing refusal of a price-conscious public to willingly pay list, particularly in metropolitan areas. As reported in this column before, dealers who count on rapid turnover to compensate for small margins are having tough going. One of the latest dealers to provide an example is a big Long Island merchant with an unusually beautiful store—which he has now divided in two parts, half for housewares and hardware, half for appliances and TV, as a result of conferences with his creditors. Other Long Island merchants are taking on furniture and gift items, or concentrating on service work in an effort to raise their profit margin. Against this background of slower sales and the squeeze on retailers, it is paradoxical that many

parts of the East still report temporary, spot shortages on such things as promotional TV, smaller refrigerators and low-priced automatic washers.

**UHF's Rosy Picture.** The coming of UHF stations is going to revitalize TV sales, declares one Pennsylvania merchant who is in an area where three such stations are expected on the air in the very near future. He figures that the Reading, Pa. station alone will open up as many as 900,000 new TV prospects in his marketing area. And some substantiation for expectations for a UHF boom comes from the report that a Washington department store sold 300 UHF-ready sets in six hours.

**The Food Plans.** Commenting on reports from the West that banks are housecleaning on fly-by-night food-plan operators who have suffered heavy freezer reversions, one industry spokesman claims that it simply means that out there, at least, the food plan is reaching the point where appliance dealers, with their established businesses and reputations, will become the dominant factors. Some food plan operators in the East were beginning to get their lumps, too. One report has it that several have folded in north New Jersey, that others are getting increased competition from markets which are announcing their own plans.

In most parts of the country the plans have been pioneered by specialists, but Boston is providing a new twist. There the big operators and explorers are the department stores. Three of the biggest, Jordan's, Gilchrist's and White's, are pushing plans launched in early October. One store is already selling over 100 units a week and characterizes the demand as "terrific." Two of the department stores require no down payment; the third asks \$57.50. All allow up to three years to pay. One store starts its customers with two months' food; the other two provide food for four months.

**A Little Gimmick.** In sharp contrast to these high-powered, big-time operations is the hardly-worth-noticing, little and old gimmick used by a Long Island dealer—which has produced astonishing results. All he does is run a continuing ad in the classified section of his newspaper, and the ad reads, "We buy used appliances—and pay the highest prices." According to him, this little ad has turned up at least a couple of sales each week. All of which goes to prove that not all the good ideas are new ones.

## The Midwest



By TOM F. BLACKBURN

**Free transportation . . . Chicago's mystery shopper returns . . . What's selling . . . housewares troubles . . . Television margins**

**T**HE offer, on election day, by automobile dealers throughout the Middle West to give voters desiring it, free rides to the polls only serves to point up the declaration made by a Middle West merchant recently that a housewife who is wearing slacks will not go down to the business district.

As a result, the sprawling neighborhoods are sending fewer and fewer shoppers to downtown business areas, which are suffering as a result. The free rides offered on election day are merely pin-pointed examples of what is being tried in various areas over the country to drum up business.

For example, in Minneapolis the transit company was persuaded recently to provide free transportation to shoppers going into the downtown area between 7 and 9 p.m. on some evenings. They had to pay their own way back. Idea for this plan came from Northampton, Mass., where merchants cooperate in the plan of redeeming bus tickets (ranging from 15¢ to 35¢) on purchases of merchandise involving a minimum of \$2. Providence, R. I. main stem stores have been refunding, we understand, not only bus fares but parking lot charges as well. Memphis and Salt Lake City report similar schemes.

The job of getting the shopper to the store, and getting him home with his packages continues to be a pressing problem. The new shopping vil-

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**HURRICANE SENIOR**  
a 20" model for big estate and suburban lawns. Perfect for the exacting lawn care that protects investments in sod, seed, fertilizers, weed killers. Powerful 2 h.p. engine.

## HURRICANE PAINTS THE PRETTIEST PROFIT PICTURE IN THE POWER MOWER FIELD!

**Learn the Art of Extra Earnings with the Quality Hurricane Line!**

It's no trick to master the sales situation when you carry the famous Hurricane line! Precision engineering, rugged construction and flawless performance are convincing proof that Hurricane delivers *more mower for the money!*

If you want a better-paying power mower line that cinches more sales, satisfies more customers, take on Hurricane! Mail the coupon today for complete details on Hurricane's sales superiority.



**HURRICANE JUNIOR** — 18" replica of the big Hurricane. Trim, lightweight — for smaller suburban and city lawns.



**HURRICANE GLIDER** — the economy model. 2 h.p. engine — 18" cutting swath. Top quality — budget priced.

### *Why Critics Hail Hurricane As A Mower Masterpiece*

- 4-cycle, 2 h.p. gasoline engine • automatic governor control for constant engine speed • full-floating friction drive • adjustable cutting height — 1/2" to 3 1/2" • 4 large, equal-diameter wheels • special hinged safety guard and grass throwout • folding handle for easy starting and storing.

### *Parts and Service Are Big Business, Too*

Many dealers earn tidy incomes from parts and service. Orders for many parts are shipped the day received. You can profit by keeping Hurricanes up-to-date. Every new improvement is engineered to fit any machine — from a 1946 model to the latest 1953 design!

**Hurricane**  
ROTARY POWER MOWERS

**National Metal Products Co., Inc.**  
Dept. E-8 2722 Cherry Street, Kansas City 8, Missouri

National Metal Products Co., Inc.  
Dept. E-8 2722 Cherry Street  
Kansas City 8, Missouri

Show me how the Hurricane line  
can make me more mower money.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

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lages provide plenty of parking space and make it easier, but all customers do not own cars.

**Chicago Analyzes Electric Blankets.** Chicago, which has jumped off on a drum-beating campaign of selling electric blankets now has analyzed a bunch of mystery shopper calls and it is reported that only 14 percent of the calls were good enough to warrant the daily \$10 award. Idea was to have a mystery shopper drop in, listen to the dealer's pitch on blankets, and if he came through with a story he was tagged for a \$10 award.

Only 19 percent of the total calls brought fair reports, and 67 rated a definite no, in the opinion of the judging committee, for these reasons:

- 8.2% do not carry electric blankets
- 1.5% not interested in carrying
- 14.0% do not carry but will order
- 3.0% sales story incomplete
- 10.0% no call for blankets
- 1.5% don't know whether they carry them or not
- 26.5% no sales story at all, small stock, offered discounts
- 1.5% not in stock
- 1.5% have just eaten my lunch—too groggy to tell you about them
- 8.0% poor sales talk
- 1.5% I know nothing about them

**Wringers Tops in Duluth.** Duluth, Minn. is definitely a wringer-washer town. Reports made recently by the Minnesota Power & Light Co. indicate that 1,233 conventional washers had been sold during the year, including September, against 669 automatics. While Duluth is also a cold place, it absorbed 2,054 refrigerators.

In St. Louis the hot weather or something jumped refrigerator sales 169.4 percent for July over July of 1951. When you realize that the first six months of 1952 on refrigerators was 0.8 percent below 1951, you can realize what hot weather does to the refrigerator business, or any other hot weather appliance. On the other hand, automatic washers were 148.9 percent up for that month of July against the preceding July, dishwashers were 411.8 percent for the same period, and television 219.3 percent, probably caused by the election, especially when you realize that television was down 25 percent over the preceding year in St. Louis.

Kansas Gas & Electric saw sales rise on television for September, 1952, to 150 units against 95 the preceding month of 1951. Clothes dryers were 146 for September, 1952, against 134 for September 1951. Automatic washers sales ascended from 489 for September, 1951, to 549 for September, 1952. Conventional washers declined from 396 to 325.

**Distributors in Non-Electric Lines.** Example of how distributors slip in and out of electric lines is evidenced by one Middle West outfit which dis-

tributes garden hose, fishing equipment, television, washers, home freezers and refrigerators, kitchen cabinets and, on the side, handles electric contract jobs for the Navy.

The electric housewares manufacturer who comes through with a profitable plan for distributors is going to mop up a lot of business. First of all, one distributor thinks that the prevailing plan of multiple distribution—that is, stuff going through every kind of a wholesale outlet—makes a line unprofitable. Also, it is a business which is done the last three months of the year. They talk about spreading it out, but it does not happen, he says. Next reason for discouragement is the fact that discounts are shorter. Before the war small appliances sold for 40 and 5, 50, even 40 and 20. Average discount today is around 46 percent.

Salesmen can't get volume, he says. A man can work all day and sell about \$300 worth of goods, which is about the price of one dishwasher.

This distributor gave one specialist in electric housewares his 30 biggest housewares accounts, and supplied him with a free demonstrator. Even with this advantage, the man couldn't turn in enough business to be interesting. This distributor feels that discount houses are taking over the small appliance business.

**No Hike in TV Margin?** One of the brass hats of the television manufacturing hierarchy tells your reporter solemnly that it is impossible to give the dealer any more margin on television sets without adding to list.

He will be interested in the story of a Minnesota dealer who is famed for his expertness in keeping books. This dealer has lectured all over the country and is an authority on accounting. At the end of this year he went to his television source of supply and pointed out that he had lost \$2,000, and would have to discontinue unless more margin was forthcoming. It was. Numerous key dealers who happen to belong to NARDA report that they have been getting extra 5's, and one prominent dealer in this country is reported to be getting 40 off. Incidentally, these added discounts cover both promotional and regular models. Outside of pioneering districts, which have an abnormally high turnover, it appears that television margins are slowly getting in line with markups for a number of other appliances.

**New Advertising Appeals.** In Chicago, where discount houses are as common as raisins in fruit cake, Goldblatt's store recently capitalized on the public's interest in the word "discount." Everywhere its ads mentioned a reduction in price for the sale, it put in big, bold black letters, "discount \$—." The ad is said to have pulled. Another experiment by Mandel Brothers department store was an out-and-out mail order ad with a cou-

(Continued on Page 8)

# CBS-HYTRON NEWS FOR YOU...

## ABOUT NEW CBS-HYTRON DIODES

CBS-Hytron guarantees its new germanium diodes *moisture-proof* . . . trouble-free. Germanium wafer is soldered directly to the base . . . no plating to flake. Universal design follows joint Army-Navy specifications. You can clip or solder these diodes into circuit. Ten popular CBS-Hytron types are ready for you. See your CBS-Hytron jobber. Or write direct for catalogue and interchangeability chart.

**TECHNICAL DATA**  
CBS-Hytron Germanium Diodes

Type No.	Min. Forward Cur. (mA) @ 1V	Max. Rev. Cur. (mA) @ -10V	Peak Inverse Voltage 25° C
1N468	4.0	250	50
1N511	2.5	1,667	50
1N522	4.0	15	50
1N562	4.0	50	125
1N664	2.5	20	50
1N665	2.5	50	50
1N669	5.0	50	75
1N670	5.0	50	100
1N75	2.5	50	125
1N81	3.0	50	50

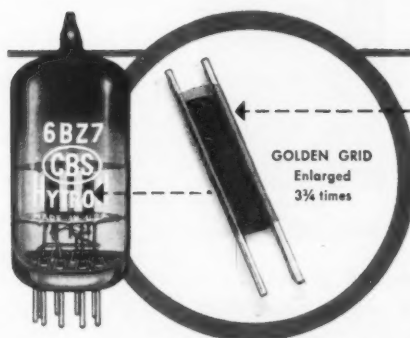
*Spectral video detector tested at 4.8 mc. Complete data on request.*

New, attractive tuck-away carton fully protects CBS-Hytron germanium diodes. Note un bent leads and convenient data on inside cover.

Germanium Diode

HYTRON RADIO & ELECTRONICS CO.  
A Division of Columbia

Permanent X molded into end of case marks connection to germanium . . . which corresponds to cathode of vacuum tube.



## ABOUT CBS-HYTRON GOLDEN GRIDS

Hidden gold in CBS-Hytron tubes? Yes, since 1944. CBS-Hytron first used gold-plated grids in the 6AK5. Later in many transmitting types: 2E25A, 2E30, 3B4, 5516, etc. Now you will find them also in the 6BZ7, 6BQGT, 12A4, 12BY7, etc.

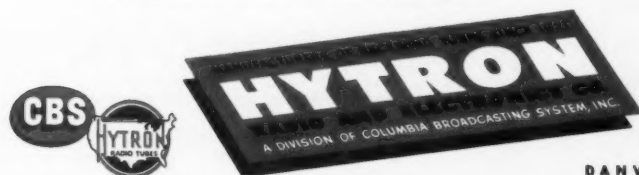
Why? Gold kills unwanted emission. Even mounted very close to a hot cathode, a CBS-Hytron gold-plated grid does not give *primary* emission. Like a sponge the gold also soaks up stray electrons. Wipes out *secondary* emission too. And foreign material vaporized onto the grid during exhaust is absorbed harmlessly by the gold plating.

Such deluxe processing costs money. But it gives you better tubes. That is why CBS-Hytron has ignored the cost. Has specified gold-plated grids for years.

## ABOUT NEW, FREE CBS-HYTRON TV GUIDE

Like the popular CBS-Hytron Miniature Guide, the new CBS-Hytron Reference Guide for Television Picture Tubes is *complete*. Gives all important data . . . as well as basing diagrams . . . for 164 types. Includes *all* magnetically deflected picture tubes . . . regardless of make. Also shows electrical interchangeability of similar types.

You need this complete . . . accurate . . . helpful Guide. Keep abreast of today's confusing variety of TV picture tubes. Get the new CBS-Hytron TV Guide now. It's *free*. At your CBS-Hytron jobber's. Or write direct today.



DANVERS, MASSACHUSETTS

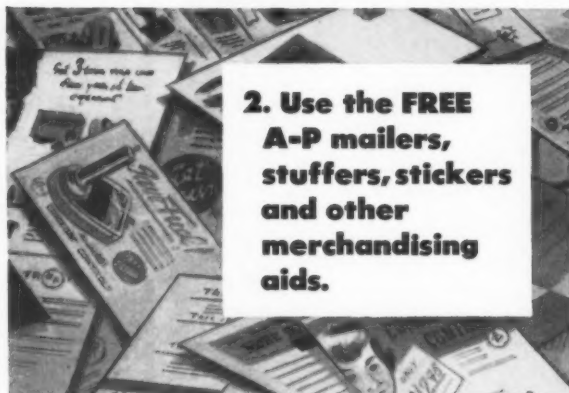


# Two ways to help you MAKE THE MOST \$\$\$\$

from A-P automatic-  
heat control units for  
space heaters



**1. Build an A-P  
Comfort Control  
center with  
FREE display  
and sales  
helps.**



**2. Use the FREE  
A-P mailers,  
stuffers, stickers  
and other  
merchandising  
aids.**

**WE back you up with heavy  
national advertising support**

**M**ONTH-AFTER-MONTH insertions in Better Homes and Gardens, Saturday Evening Post, Farm Journal and Pathfinder. A barrage of reader impressions that helps build traffic — sells automatic heating convenience!

Send for your Profit-Maker Kit today — or ask your jobber.



**A-P CONTROLS CORPORATION**



**DEPENDABLE Controls**

2409 N. 32nd Street, Milwaukee 45, Wisconsin  
In Canada: A-P Controls Corporation Ltd.,  
Knoxville, Ontario

## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 6

pon offering a deep fat fryer. Best guide as to whether an ad pulls or not is a repeat for the same. This only ran once.

**New Guessing Game.** Appliance dealers looking for a new guessing game to get customers in their stores can take a hint from an Ottawa, Ill., firm that displayed a quilt in its windows. Like the bean-guessing-jar contest, the idea is to get women to estimate how many knots the quilt has in it. Also how many hours of time were put on it.

Of course, this 7x8-ft. quilt is a very elaborate job and it has 246,000 knots in it, and the maker put in 6,000 hours putting it together. Women adore quilts and these guessing games about them have a peculiar attraction for the feminine field.

ads here and there and not looking for a good system to improve sales," he says. "Now they seem to like our new policy of cracking down and demanding a closer inspection of how they spend the co-op money. Before our salesmen will listen to how much money they want to put up, they have to hear where the dealer is going to use it, and make sure he has a good plan for a four to six week period. This has made the dealer happy. As a matter of fact, it shows them that we are closer to their operation than before, and they have more respect for us."

**Xmas Looks Good.** Without a doubt, the pre-Christmas season appears to be the best one that the appliance industry has experienced. Everyone, both dealers and distributors, feel that TV will be a bigger gift item than in past seasons. But opinions differ as to the reason. One distributor's sales promotion manager thinks that the Christmas savings funds are the key. Even before Christmas, (October) banks start to pay off and this coincides with the increase in the demand for TV in Pittsburgh. People not only have money for the down payment on TV, but additional funds for Christmas shopping on other appliances.

A Cleveland distributor believes that the fall plugs on sports programs are building up a great demand. With a shortage at the present time (early November) they are looking ahead to Xmas for their purchase.

One of the best items for the dealer this Christmas, some distributors believe, will be radios, including clock, portable and table models. Radio sales already have increased 30 percent in the last two months and are ahead of last year by a good 20 percent.

**Inventories still critical . . .  
TV finally shows increase in  
Pittsburgh . . . Mistakes of  
summer brought to light . . .**

**W**HILE many distributors still report price cutting, others point out that it has disappeared or at least improved in many areas. The only factor keeping it going now is the dealer who has geared his operation to rely on it. White goods and many other appliances are moving very well now, but still the price-cutter is satisfied to honor discount cards and lose the extra profit.

**Back Orders.** Dryers have been moving well in many areas—Columbus, Cincinnati, and Cleveland. Only Louisville reports that washers are outnumbering dryers. One Cleveland distributor already has stopped taking orders on several appliances. His dryers are already back ordered in the 200's, he says.

**Advertising Improved.** Advertising for the fall has taken a definite change. A year ago, says one distributor, dealers were advertising in a frenzied style. "The dealers were putting

**Summer Hintsights.** October could have been better (although one of the best yet) if more merchandise had been available. Looking back over the summer and some of the mistakes that were made, a talented promotion man from one of Ohio's large utilities told this writer the other day that dealers were not taking full advantage of their opportunities. "Maybe it wasn't the fault of the dealer," he remarked. "But I traveled around to about six county fairs giving a demonstration of how to cook a breakfast in less than three minutes. With a grill that would heat up in just a few seconds, you could fry bacon and eggs and have the breakfast ready quickly. But not a single dealer took advantage of the demonstration and had a display at the fair. I'd gone around to the distributor and told the manager, he agreed it was a wonderful idea, only that's as far as it got. He didn't urge his dealers and he didn't do anything himself to get space in the local newspaper.

"Maybe, it would have cost a little money," our friend told us, "but with crowds of 2,500 to 3,000, it should have been worth it for a tie-in."

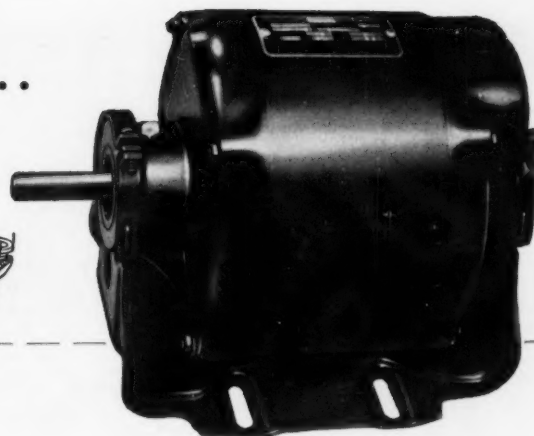
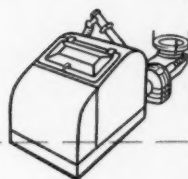
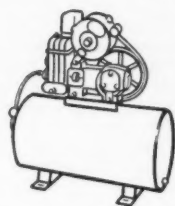
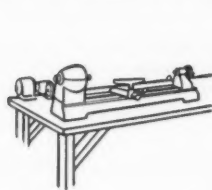
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## The Great Lakes

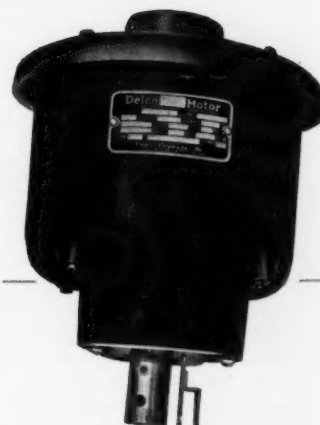
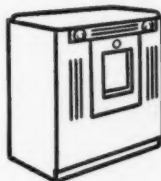


By FRANK A. MUTH

For **ORDINARY** applications ...



or **UNCOMMON** applications ...



*There's a*  
**DELCO**  
**MOTOR**  
*Built for the job!*

**DELCO FEATURES MAKE DELCO FINEST**

- Aluminum rotor conductors, end rings and fan blades.
- Oversize steel-backed tin babbitt sleeve bearings.
- Varnish-dipped and baked motor windings.
- Resilient rings of special oil-resistant material.
- Large oil reservoirs cast integrally with end-frames.
- Exclusive Delco Thermotron for automatic motor protection.



Wherever fractional motors are needed—for small power tools, pumps, compressors, or any of hundreds of applications—you'll be *sure* of satisfactory performance by using Delco motors for the job.

From every standpoint, electrical and mechanical, Delco motors are *engineered and built* to deliver peak performance. And the way Delco motors *stand up* on the job has created a reputation for dependability—*Delco dependability*—that's unmatched in the field.

Get the data on Delco motors—and on how they best fit your needs—now. Write Delco Products, Dayton, Ohio, or the nearest sales office.

**DELCO PRODUCTS**

Division of General Motors Corporation, Dayton, Ohio

Available Through Local Delco Motor Distributors



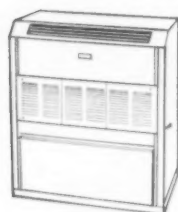
## GET IN NOW! GET IN RIGHT!

with **Remington**  
ROOM AIR CONDITIONERS

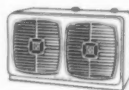
Yes, room air conditioning is your golden opportunity—but you must get started right—sell aggressively—and enthusiastically—right now, before the peak of national acceptance is reached! There's no better advertisement—no surer way to bigger sales than through satisfied customers. And there's no better way to satisfy your room air conditioner customer than to give him exactly the right unit for the cooling he requires. With Remington there's no money wasted on units too small to do the job or too large to operate economically.

Only Remington enables you to cover the *entire market*! Only Remington gives you consoles as well as window units—in a wide selection of voltages, AC or DC—air cooled or water cooled models— $\frac{1}{3}$  h.p. to  $1\frac{1}{2}$  h.p.—the industry's most complete line. All are unsurpassed in cooling capacity and efficiency!

But satisfied customers, alone, are not enough. Remington also wants satisfied dealers. That means dealers who are making a profit—who are partners in a good dealer-manufacturer relationship. To that end, Remington offers a really unique dealer franchise. It's something you can't afford to miss. Clip and mail the coupon for details.



Leader Models  
1 and  $1\frac{1}{2}$  h.p.



Window Models  
 $\frac{1}{3}$ ,  $1\frac{1}{2}$ ,  
 $\frac{1}{2}$  and 1 h.p.



Console Models  
1 and  $1\frac{1}{2}$  h.p.



SPECIALISTS IN AIR CONDITIONING

REMINGTON  
AIR CONDITIONING  
DIVISION  
9-2 Willey St.  
Auburn, N. Y.

Tell me the Remington story.

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

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**Sales Puzzle.** Television has been a puzzle to many dealers because sometimes it doesn't sell when it would be ideal. In the Pittsburgh area it boomed for about two months, then the latter part of October it picked up in Pittsburgh proper. "Strangely enough," a distributor said, "this was way after the World Series and the increase was not a sliding improvement, but a definite hop."

**Two Roads to Xmas.** The sales manager of a distributor in Louisville says he has ordered good Christmas displays and expects it to increase volume substantially. A Louisville dealer has made very elaborate plans for the Christmas season. With enough housewares in stock to cover the other 11 months, he has advertised an Xmas lay-away, planned special windows, decorated the store front, is selling Xmas trees to get people to his location, and is making free gifts of sugar scoops to over 500 people.

On the other hand, distributors, in Pittsburgh, Columbus, Cleveland, Detroit and Cincinnati, are taking more modest approaches. One puts it this way: "Dealers are preparing for and expecting a very active volume of business, and most are buying accordingly. Some exceptions are those who in the recent past got burned with over-buying and now are playing it too cautiously and therefore will be hurt for their conservatism."

"One group which is buying is qualifying these orders on a date of shipment, so that they may have the protection of cancellation if they get an over-loaded inventory at any time."

water heaters, laundry equipment, small refrigerators and 17-inch television sets, dealers hoped that the output would be back to normal before the present buying spree becomes a terrific one.

"This is the effect of the steel strike, of course," said an old timer in the distributing business. "And it may last until March or April, from the outlook at present."

It was the small refrigerator shortage that hurt most. Widely separated areas like Richmond and Birmingham both felt it. Refrigerators had rough going for a long time, and just as the replacement market returned to make demand heavy, now supply falls off.

Refrigerator sales were described as "good" and "very good" in most areas of the South. The ads of six months ago which offered \$100 on trade-ins, sight unseen, have disappeared and a more sensible system of replacement values is in evidence. There are still plenty of the large size boxes in dealers' stocks but the smaller size sells fast and in many cases, are in short supply.

**Clothes Dryers Sizzling.** One of the most improved selling items is the clothes dryer. Good promotions and heavy advertising on the part of manufacturers and distributors have dryers moving fine. Reports from Atlanta, Miami, New Orleans, Memphis and Charlotte all included a good word for dryer sales and an optimistic forecast for its future. Miami furnished some concrete figures. Third quarter sale of clothes dryers showed more than 100 percent increase over 1951 sales, and October and November estimates indicated the pace would continue. Thus the dishwasher, which gave promise of being the hottest item of the year, has given way to the clothes dryer.

Home freezer sales, which picked up in early summer, also have remained on a surprisingly high plane. In Virginia, the Carolinas, Florida and Georgia the freezer business is still good although chilly weather has arrived and the seasonal factor is always to be considered. You can always sell home freezers in Louisiana, Mississippi and east Texas and this year is no exception. In the triangle area formed by New Orleans, Beaumont and Shreveport, dealers think they'll have a good freezer business right on through the winter.

News of the man-bites-dog variety developed in the electric range field. New Orleans had its best electric range sales in years. Normally, nearly 300 dealers in the Crescent City find it tough to sell 30 ranges a month between them, but according to a pretty reliable estimator, they more than doubled that during October. Elsewhere, electric ranges are down a bit from the volume of past months. Miami sold 'em, as did Charlotte and Birmingham, but dealers in other big southern cities admitted a decline.

(Continued on page 12)

## The South



By AMASA B. WINDHAM

Small refrigerators short . . .  
Dryers pick up . . . Freezers sell . . .  
New Orleans range record . . .  
TV emphasis on 21's . . .  
An "appliance Xmas"

THE biggest worry of appliance dealers in this section is that there won't be enough stuff to sell during the Christmas rush. Already undergoing a shortage in prize items like





# WHAT'S THE BIG NEWS FOR '53?

*Ask the Duchess!*

Even more sensational  
than the BIG Duchess Hits  
at the Summer Market

See the Duchess  
**SPACE 510-A**

AMERICAN FURNITURE MART  
CHICAGO • JAN. 5 TO JAN. 16

HOME LAUNDRY APPLIANCES  
DEHUMIDIFIERS

*Duchess* APPLIANCE MFG. CO., ALLIANCE, OHIO

1902-1952



**ELECTRICAL AND ELECTRONIC  
WIRES AND CABLES**

*—For the Automotive, Appliance, Motor,  
Radio, and Television Industries*  
**Belden Manufacturing Company**  
Chicago 80, Illinois

**APPLIANCE-RADIO-TV  
PICTURE**

CONTINUED FROM PAGE 10

**TV Sales Heavy Everywhere.** Television sales are about all that the traffic can bear. Dealers in New Orleans are selling 5,000 sets a month, 5,000 in Atlanta and Birmingham, 4,000 in Miami and Memphis, and 3,000 in Charlotte. In Nashville and Greensboro, the sale is around 1,000 a month, and even dealers in cities without TV, such as Chattanooga, Mobile and Savannah, sell from 400 to 700 sets monthly. With the shortage of 17-inch sets, most dealers are plugging the 21-incher for all it's worth, and more and more television stores are beginning to stay open at night.

The buying season in electric housewares is here and sales are rising proportionately. An observer can always tell when small appliances start moving because the dealers begin moving them up to the front of the store, giving them better display space in the window and stepping up advertising. This was evident in October all over the South. Christmas business should be fine in housewares.

Washer sales are pretty good everywhere. Dealers in western North Carolina are doing a particularly good business in both automatics and conventionals. One retailer in a small town not far from Asheville declared all he had to do was load up his big truck with wringer washers and sail out over the countryside with them. His biggest worry was in finding a good truck driver!

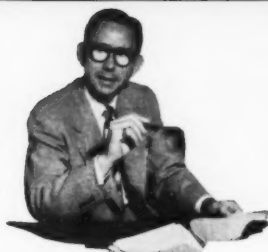
This reporter continues to be impressed with the advances made by the heat pump. As the newest appliance, it is beginning to catch on pretty fast. The South seems to be the testing ground and it has already made fine headway in Chattanooga and Birmingham. The Central Louisiana Electric Co., which serves an area from New Orleans to Texas, has installed heat pumps in all of its offices for study and cost reports, and other leaders of the industry are studying similar moves. You can count on it, the next five or six years will see this appliance make a healthy dent in the sales market. Large scale retail selling is not far away.

**Promotions Are Few.** The promotional scene was not too impressive since, after all, this is the time of year when lots of promotion isn't necessary. Florida Power & Light Co., continued its drive for oil space heater sales, foreseeing a \$13,000,000 market for dealers to tap. Other utilities concentrated on such standbys as adequate wiring and good lighting campaigns. The wiring campaigns were brought about in many cases by the increased demand for unit room coolers during the past hot season.

Business is good everywhere and it does not appear to be seasonal. This reporter had personal talks with several dealers and wholesalers in Tennessee.

(Continued on page 14)

# Another case history of the Profitable Magnavox Franchise



*Clyde A. Wallich*

President, Music City



## "Four reasons for the big Magnavox volume at Music City." Sunset and Vine, Hollywood, California

**"ONE.** Price and dealer protection is the, number one reason for my big Magnavox volume. Of all Magnavox features, this is positively the greatest. No footbaling, no matching marginal dealers' price slashing! Magnavox gives its dealers a chance to build a solid repeat business.

**"TWO.** Magnavox prices are competitive. No salesman has to alibi his way through out-of-line prices. And, long discounts give me a chance to come out at the end of the year

with a profit . . . not easy to do in these days of high overhead and operating costs.

**"THREE.** Magnavox's reputation and acceptance, due in part to good national and local advertising, pre-sells for us.

**"FOUR.** Quality and style of Magnavox sell the instrument once the customer is in the store. We also find that tone quality has often been a deciding factor in selling Magnavox."

Be sure to see the new Magnavox models in their new home . . .

ROOM 1126, MERCHANDISE MART, CHICAGO

*the magnificent*

BETTER SIGHT . . . BETTER SOUND . . . BETTER BUY  
**Magnavox**

*television - radio - phonograph*

**COAST-TO-COAST THE STORY IS THE SAME . . . for a sound, profitable, long-term business, Magnavox is the BEST franchise.**

THE MAGNAVOX COMPANY, FORT WAYNE 4, INDIANA • MAKERS OF THE FINEST IN TELEVISION AND RADIO-PHONOGRAPHS



# 2 Reasons why

## You'll Make More Dollars with Dexter!

1. The Dexter outperforms

2. Dexter requires less service

Lifetime  
GUARANTEE



Super-De Luxe Model 529E

The exclusive Dexter TWIN-A-MATIC Super-De Luxe model 529E (with Dexter's own exclusive wringer). America's finest washer.

COME IN and see us at the Market!

New Headquarters  
SUITE 800  
Congress Hotel

New Show Rooms  
SPACE 1156  
Merchandise Mart

More Satisfied Customers!

Higher Net Profits!

# DEXTER

PIONEERS

WASHDAY ENGINEERS FOR 58 YEARS!  
THE DEXTER COMPANY, FAIRFIELD, IOWA



## THE NATIONAL APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 12

nesses, Alabama, North Carolina and Virginia during the month and almost to a man, these dealers feel that the buying rush will carry over well into 1953. Even the distributors feel that the uncertain period is over and that if the manufacturers produce the goods, their dealers will sell 'em. It is an almost universal feeling that has not been apparent for months.

"It's shaping up like it will be the biggest Christmas business in history," according to our favorite prognosticator, who hasn't missed calling them yet. "Instead of taking on a heavy sideline of dolls and bicycles, I'm concentrating on appliances this year."

early November, but seldom did they have any effect on total retail volume. Consumers are able to get what they want, though not always in the brand, size, or model they originally desired. Laundry equipment is the appliance group most short, with automatic washers really tight and dryers scarce. Spotty deliveries have created a situation in which on any day one brand or another will be available but seldom more than one.

**Food Freezer Fare.** Dealers elsewhere who may wonder how food-freezer merchandising progresses after the idea takes hold in a market area will be kept informed from this birthplace of the plans.

Now, 18 months after its introduction in southern California, a year after it started in northern California, and six months after food freezer plans began in the Salt Lake City, Portland and Seattle markets, food freezer merchandising is beginning to settle down to a smaller volume but stronger, more stable operation. Several factors are at work out here now:

The bankers are housecleaning again. Still working on the principle that they like to get back, with interest, the money they lend, the financial institutions have been cracking down on those food plan operators whose business methods are unsatisfactory. In Los Angeles, where the branch of one bank had 32 reverts in one week, this is the second major clean-out of the marginal food plan operators. It is expected to be the last industry wide shakedown.

In Salt Lake City, which more than any other West Coast city reflects the merchandising trends of Los Angeles, a first-time review of food freezer merchandising operations by the bankers is "cleaning up" a market that was beginning to get out of hand. Similar action may be coming in some of the smaller cities. In Yuma, Ariz., for example, one dealer had 52 reverts from 75 sales.

Second factor at work is the lack of specialty salesmen. For the appliance dealer this is considered to be the biggest handicap to a profitable operation. For the food-plan operator, lack of salesmen, coupled with a gradual loss of his current sales force, spells eventual ruin. And for other than the most soundly established specialty operations, salesmen are drifting to greener pastures. Some have gone over to take advantage of the fall TV boom. Others, carrying fond memories of past successes in roofing and siding, have scurried over to join in a new boom that has come with the specialty promotion of sprayed-on, plastic siding. One salesman, however, with a \$14,000 year from food-freezer sales behind him, is off to Arizona for a winter vacation. There he will "bone up" on room coolers. "I'll make a killing in those things next summer," he commented.

(Continued on page 16)

## The Far West



By HOWARD J. EMERSON

Dealers enjoy good sales and a decline in malpractices . . . Spot shortages are a worry . . . freezer plan specialists are being cleaned up by bankers

AS a whole, the Far West entered November happily recording the best appliance and TV business in more than a year.

As a result of the higher-than-average volume in July and August, and a boom in September, some observers expected a drop-off to come early in October and to last until the Christmas pickup late in November. No evidence of that decline is found as dealers go into the second week of November, and there seems to be little chance of a slow down before early February.

With every one of the eleven western states voting with the majority in the national elections, there is not expected to be any evidence of the hesitancy in activity that often characterizes consumers in states where the majority do not agree with the outcome of the election.

Shortages were more evident in

# Five of this Kind Beats ANYTHING!



## ROYAL

### DEALS YOU THE WINNING HAND

in the new "sales-concentrated" Royal Line WITH:

ROYAL'S "801" DeLUXE UPRIGHT, now sold with "Toss-Out" bags at no extra cost, leading in quality sales. The cleaner that gets more dirt, easier, faster; adapts to off-the-floor cleaning with a choice of Attachment Kits.

ROYAL'S "901" SUPER-POWERED TANK-TYPE unit, meeting the broad demand for quality in tank cleaners. Its full complement of attachments makes it the finest complete home cleaning outfit any dealer could offer.

ROYAL'S "601" UPRIGHT bringing you into the "price-sales" bracket with a cleaner that's really competitive. Adapts to off-the-floor cleaning with Royal Attachments.

ROYAL'S "701" TANK-TYPE unit which puts tank cleaning into the low-price field. Its accessories are ideal for the complete range of cleaning flexibility that make this type of cleaner the favorite of the "Budget-making" purchaser.

ROYAL'S VERSATILE HAND CLEANER with Motor-Driven-Brush brings in those extra specialty cleaner sales to complete the Royal Line.

This across-the-board coverage of consumer demand is achieved with a compact group of Royals, easy-to-stock, easy-to-sell. That's what we mean by "sales-concentrated".

Deal yourself in on this sales-winning Royal line NOW.

ROYAL VACUUM CLEANER COMPANY, Cleveland 8, Ohio



No dust-dumping  
with "Toss-out" bags

TWO Tank-Type  
Cleaners

Complete with attachments

ONE  
Hand  
Cleaner



with motor-  
driven brush





**When does a good  
selling feature become  
even better?**



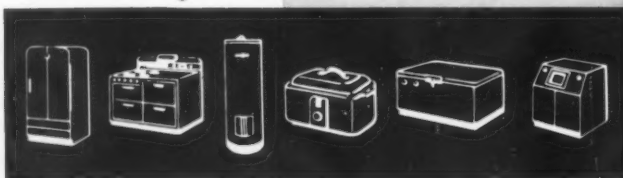
**When  
Arthur Godfrey  
tells millions of  
women all about it**

tune in  
**"Arthur Godfrey Time"**  
presented by Fiberglas  
on CBS TV and Radio



\*Fiberglas is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made up of or with fibers of glass.

*A swell feature to have...  
A swell feature to sell...*



## APPLIANCE-RADIO-TV PICTURE

CONTINUED FROM PAGE 14

**Big Business in Big Screens.** While most industry chit chat here concerns the TV merchandising rat race in Denver, the ultra high headaches in Portland, and the luscious new markets opening or potential as CPs are granted to smaller cities, the established TV markets go right on enjoying a relatively high-level, profitable business.

At long last, and to the amazement of many industry sceptics, as November became the third straight month in which shortages became evident to every dealer, there is evidence that the industry is cutting down on many of the bad practices that had become standard merchandising technique. Dealer advertising in Los Angeles still features price—but there is a swing away from "cut price" and the phony prices that result from featuring blind markup lines. Today the trend is toward heavy promotion of the price leaders in brand names. Best reason for this change is not a growth of conscience but a shortage of distress stocks, off-brands, etc., which have made previous methods of merchandising profitable. Where are the off-brands, distress stock, etc.? They have been shipped to the new TV markets where they can be sold at list price to a drooling public.

In spite of occasional shortages, sales continued to rise in southern California as November began. October sales there are estimated at nearly 50,000 units, more than twice the volume of any one of the first nine months of the year. Approximately 30,000 of these sales were in 20 or 21 inch models, and nearly 1,000 in 24 or 27 inch sizes. Total set distribution in the Los Angeles telecasting area is now close to 1,425,000 sets.

In northern California TV sales are increasing rapidly, also. October sales were expected to reach 20,000 units to bring the area's total sets in use close to 500,000.

Typical of the TV areas-to-be is Fresno. Nearly every dealer has taken on a line of TV, although KMI's UHF station is still considered to be six months from operation. While dealers are building stocks, getting training, and the distributors are setting up service facilities, public interest is being maintained by closed circuit demonstrations of programs from the microwave picked up mostly by equipment of KFRE, applicant for a hotly contested VHF channel.

Another market with a flurry of preparation for the coming of TV is Spokane, Wash., where TV is still "en route" with no on-the-air date, just guesses that it will be "early in '53". Vogue now in this capital of the Inland Empire are the traditional pre-TV "lay-away" or "make-a-deposit" plans. Unfortunately for this large and prosperous market, the Spokane station will have no immediate connection to the microwave. **End**



# How to Sell a Woman a Freezer:

**LUNCH IS READY— IN MY REFRIGERATOR**






**'TIS THE MONTH BEFORE CHRISTMAS**









**HOW TO EAT WELL ON BUSY CLEANING DAYS**
















**IT'S EASIER ON YOU ...getting meals**

These articles sell freezers by helping a woman make maximum use of her refrigerator! Each article acquaints her with the convenience and economy of frozen foods. And the more she uses the freezing compartment of her refrigerator the sooner she becomes a prospect for a freezer.

The COMPANION pre-sold over 4,250,000 women with 5 such articles in 1952 *plus* a big 3-page equipment feature entitled "What Your Freezer Can Mean To You."

And month after month advertisements in the COMPANION sell freezers, refrigerators and dozens of other electrical appliances. Tie-in with these ads and turn COMPANION's big reader traffic into big store traffic too!

*Woman's Home* **COMPANION**  
CURRENT CIRCULATION OVER 4,250,000

The Crowell-Collier Publishing Company—Publishers of  
Collier's, The American Magazine, Woman's Home Companion



WORLD'S LARGEST ELECTRIC OVEN

*Completely  
New*

# Hotpoint



MODEL  
RD 19

## Hotpoint

## ...the Full-

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS®

# Hotpoint's

Range Line for 53

*Scrap the Industry—With Engineering Advantages  
Years Ahead in Features and Modern Styling*

**HERE  
THEY ARE!**

**ANOTHER BIG REASON WHY HOTPOINT'S  
FULL-LINE FRANCHISE OFFERS YOU THE  
INDUSTRY'S FOREMOST SALES ADVANTAGES!**

*Backed By...*

## **PROFIT-PROVED MARKETING PRINCIPLES**

A completely coordinated and **proved** retail merchandising program to pre-sell Hotpoint products, plus a program of expanding facilities to back up Hotpoint's faith in the future of the major electric appliance business.

- Hotpoint offers you a full line of **Proved Electric Appliances**.
- Hotpoint pioneered and developed the successful full-line selling technique.
- Hotpoint was the first electric appliance manufacturer to promote its products through national advertising. Always a leader in national magazine advertising, Hotpoint now triples its advertising impact with its new radio and television smash-hit—"The Adventures of Ozzie and Harriet"—on a full coast-to-coast radio and television network.
- Liberal local dealer cooperative advertising.
- A year 'round promotional program backed by a full line of products creates profits the year 'round. No off-season sales slumps.
- Comprehensive sales training program for group or individual training.
- Kitchen planning tools and techniques to expand multiple sales.
- One source of supply with all the advantages of coordinated promotional programs, preferential service, simplified accounting, and credit benefits, plus the complementary effect each product in the line creates for the others.

- It is Hotpoint's foremost business policy to place every selling advantage in its power at the disposal of its dealers.

**Hotpoint—the world's largest exclusive manufacturer of electric appliances—supports its faith in the future of the appliance business with—**

- The world's largest range plant to be devoted exclusively to the manufacture of Hotpoint Ranges.
- The world's newest refrigerator plant to be devoted exclusively to the manufacture of Hotpoint Refrigerators.
- Seven other huge plants devoted to the manufacture of a full line of better Hotpoint products for more people at less cost.
- Expanded engineering program of research and development to increase Hotpoint's product superiority.
- Continued introduction of new, proved products to expand All-Electric Living to every room in the house.

**This 14 point Franchise Program covers the advantages enjoyed by Hotpoint dealers. Before re-franchising, why don't you talk to your Hotpoint distributor and get the entire profit story? If you're interested in growth, expansion, and profits, Hotpoint's Full-Line Franchise was developed with you in mind.**



# WITH EXCLUSIVE GOLDEN-BAKE CALROD® Electric Range

## ★ DEEP-FAT FRYER ...



By plugging Hotpoint's exclusive Calrod Golden Fryer Unit into the connection above the Thrift-Cooker, the Thrift-Cooker becomes a thermostatically controlled 230 Volt Deep-Fat Fryer which fries to a golden brown. When not used as a Thrift-Cooker or Deep-Fat Fryer, the kettle is removed and a raisable Hi-Speed Calrod Unit provides a fourth surface unit. Thus the Thrift-Cooker does three jobs.

## ★ WORLD'S LARGEST AND MOST EFFICIENT ELECTRIC OVEN ...



With the largest usable oven capacity of any standard-size domestic electric range, Hotpoint, with 40% increased capacity, gives you its answer to the demand for super ovens. New engineering advancements give Hotpoint a big edge in oven flexibility, sensitivity, and capacity. An oven meal for 20 people... a 35 lb. turkey and all the trimmings... is easily handled with room to spare, and is prepared with greater economy.

## ★ EXCLUSIVE GOLDEN-BAKE CALROD UNIT ...



The completely new Golden-Bake Calrod Unit, easily removable for cleaning, insures better and more thorough oven heat distribution. Baked goods are finer-textured and more evenly browned. The most inexpert cooks easily turn out better-baked meals. For greater efficiency, the Golden-Bake Calrod Unit provides more usable oven space.

## A WIDE RANGE OF PRICES!

At prices ranging from \$189.95 to \$499.95, Hotpoint is scooping the industry with major advancements that are years ahead in features, styling, engineering, and completeness. The completeness of the Hotpoint line provides an electric range to fit every family requirement and pocketbook. Even the lowest priced model offers size and features found in many other higher-priced models. Here are the selling features in the great new Model RD 19:

- New Calrod Golden Fryer
- New Golden-Bake Calrod Unit
- New Super Calrod Unit
- New Super Oven — Largest in Standard-Size Range
- Additional Thrift Oven
- Both Ovens and (One) Appliance Outlet Automatically Timed
- Giant Hi-Speed Waist-High Broiler
- Deep-Well Thrift Cooker — Raisable
- New Color-Keyed Lighted Pushbutton Cooking
- 36" Fluorescent Lamp
- New Simplified Oven Timing Clock and Two-Speed Time Measure
- New Front Design
- Two Storage Drawers with Nylon Rollers



Model RD 18 • Hotpoint Oven Range! Has new Golden-Bake Calrod Hi-Speed waist-high Calrod Golden Fryer... Lighted Pushbutton... Full-length fluorescent appliance outlet.



Model RC 20 • Deluxe button Controls... Giant Hi-Speed Broiler... New Super Calrod... quicker boiling... One timed appliance outlet.



Model RD 55 • For Double Oven Range! Pushbutton control Hi-Speed Broiler... Unit... Deep-Well raisable Calrod Unit... Ovens automatic.

# -Line Franchise of Proved

DEHUMIDIFIERS • WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLO

# ge Line for '53



**Model RB 18** • Hotpoint's Finest Single-Oven Range! Has new Super Oven with Golden Bake Calrod Unit . . . Giant Hi-Speed waist-high broiler . . . New Calrod Golden Fryer . . . Warmer Drawer . . . Lighted Pushbutton Controls . . . Full-length fluorescent lamp . . . One timed appliance outlet.



**Model RB 53** • Hotpoint's lowest priced New Color-Keyed Pushbutton Range . . . New Super Calrod Unit . . . Deep-Well Thrift Cooker with raisable Calrod Unit . . . Storage Drawers . . . New Oven Timing Clock and Time Measure . . . Accurate Temperature Control . . . Calrod Bake Unit . . . Timed appliance outlet.



**Model RB 30** • Deluxe Color-Keyed Pushbutton Controls . . . New Super Oven . . . Giant Hi-Speed Broiler . . . Deep-Well Thrift Cooker with Raisable Calrod Unit . . . New Super Calrod Surface Unit for quicker boiling . . . Calrod Bake Unit . . . One timed appliance outlet.



**Model RB 51** • Deluxe New Rota-Switch model with easy-to-turn dials gives precision control of all units . . . New Super Oven bakes, roasts larger quantities of food . . . Instant-Heat Calrod Unit for faster cooking . . . Calrod Bake Unit.



**Model RB 55** • For the large family - A Double Oven Range with Color-Keyed Pushbutton controls. Ovens have a Giant Hi-Speed Broiler . . . New Super Calrod Unit . . . Deep-Well Thrift Cooker with raisable Calrod Unit . . . Calrod Bake Unit . . . Ovens automatically timed.



**Model RB 50** • Many features generally found on more costly ranges are included in this model - New Super Oven . . . Giant Hi-Speed Broiler . . . Instant-Heat Calrod Unit . . . Deep-Well Thrift Cooker . . . New Five-heat Rota-Switches . . . Automatic Oven Timing Clock . . . Storage Drawer . . . Calrod Bake Unit.

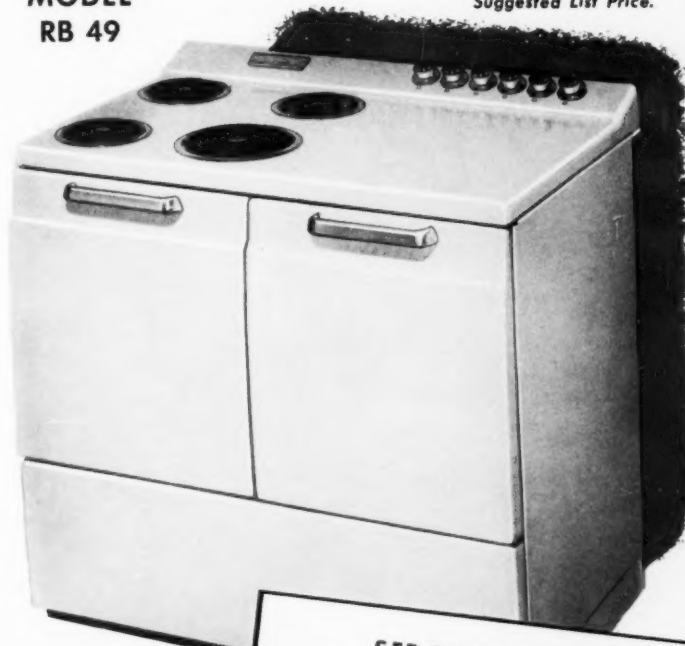
## HERE'S REALLY GREAT NEWS!

Every model in the line offers the hottest features and values in its price class. **But here's really great news!** Now you can offer your trade this full-sized 39 inch Hotpoint Range, with the new higher and deeper Super-Oven . . . Giant Hi-Speed waist-high Broiler . . . Instant-Heat Calrod Unit and Three Hi-Speed Calrod Units . . . Rota-Switches for five accurate measured heats . . . Oven indicator light, and a large capacity storage compartment, at the amazingly low price of . . .

**\$189<sup>95</sup>**

Suggested List Price.

MODEL  
RB 49



SEE THESE MODELS  
ON DISPLAY DURING THE  
CHICAGO WINTER SHOW—  
IN ROOMS  
533 FURNITURE MART  
1456 MERCHANDISE MART

# oved Products!

ERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

**HOTPOINT Co.** (A Division of General Electric Company) 5600 West Taylor Street, Chicago 44, Illinois

# Hotpoint's

Range Line for '53

*Scorps the Industry*—WITH ENGINEERING ADVANCEMENTS  
YEARS AHEAD IN FEATURES AND MODERN STYLING!

**HERE  
THEY ARE!**

**ANOTHER BIG REASON WHY HOTPOINT'S  
FULL-LINE FRANCHISE OFFERS YOU THE  
INDUSTRY'S FOREMOST SALES ADVANTAGES!**

*Backed By...*

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- Comprehensive sales training program for group or individual training.
- Kitchen planning tools and techniques to expand multiple sales.
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# You can put away the salt, boys!

**The word's around:** you can take what you hear about the Zenith TV for '53 without a grain of salt.

It IS the hot line we promised you. It DOES the things we said it would.

And just in case you've forgotten any of the reasons why it's such a pleasure to sell the new Zenith television receivers, here are some—just the way so many of you tell 'em to us:



**Long Distance Reception**—Fringe area dealers report the new K-53 chassis turns skeptics into sales —on sight! Reason: The new

Zenith pulled in 20% clearer pictures from 25% farther than leading makes tested against it in 17 tough TV fringe areas.



**Showroom Strength**—Up-to-date dealers with well-lighted stores tell us the new Zenith has the picture strength to hold its own

against strong overhead lights and street glare. (That means one less hurdle for you to clear before closing a sale.)



**UHF in 15 Minutes**—Wherever UHF comes in, Zenith gets compliments both from dealers and owners. Reason: addition of UHF channel strips to the exclusive Zenith turret tuner (takes 15

minutes or less) and any Zenith ever sold is ready for superb UHF reception . . . a fact already proved in thousands of Portland, Oregon homes. No outside converter or adapter.



**Blindfold Tuning**—Demonstration-minded dealers say the "Blindfold Tuning" demonstration is one of the most convincing ways to clinch a Zenith TV sale. It focuses attention on the

picture, proves how one knob will get a perfect picture and flawless sound on the new 1953 Zenith. (Tip: Keep a handkerchief handy. Practice counting clicks to change channels.)

**TRUE IN '52 AND GOOD ADVICE FOR '53**

**FOR SELLING QUALITY, FEATURE ZENITH**

**ZENITH**  
REG. U.S. PAT. OFF.  
♦LONG DISTANCE♦ **RADIO**  
**and TELEVISION**



COPR. 1952, ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS

The most  
significant  
news  
of  
1953

# The New Preway Electric Ranges

pace-makers  
in  
sales appeal



Model 35121

high voltage seven-burner selector burners, deep well, fully automatic push button controls. See open door.



Model 35121

features large double oven and double oven door compartment.



Model 35121

a great performer in 24 x 12" size



Model 35121

features seven burner selector burners, deep well, fully automatic push button controls.



Model 35121

features seven burner selector burners, deep well, fully automatic push button controls.

Space 549A

American Furniture Mart  
Chicago

Space 509

New York Furniture Exchange  
New York

*sales-makers  
in  
price-appeal*

*money-makers  
in their appeal  
to you*

*and  
Preway  
Gas Ranges  
keep the selling  
temperature  
hot*



fully automatic push button controls high voltage burner heat selective automatic door lock electric range, one for electric and heating use for warming two door storage drawers.



high voltage burner, door lock, fully automatic storage compartment and drawer.



new, push-button for 10 to 150 degrees electric range, one for electric and heating use for warming two door storage drawers.

You need something more than an attractive look — which Preway has — to get a second look from buyers these days. That something more — which Preway also has — is an eye-catching price tag. In combination with functional features and quality construction that matches the best that others offer, this advantage gives you a robust promotional edge over competition. And you can afford to keep the selling temperature hot, not just some of the time, but all of the time, because Preway gas ranges like the electric, always provide a full profit margin for you.

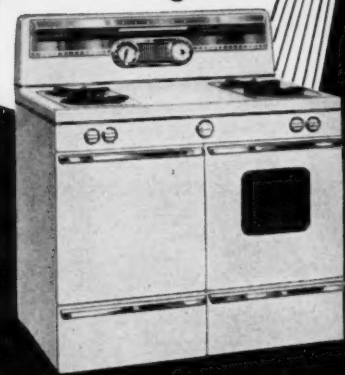
When a line like this, does a job like that, you owe it to yourself to know the particulars. Phone, wire or write for the hard-hitting facts.



Model 35795 loaded with solid construction features common to all Preway gas ranges.



Model 35796 cove light, electric clock and timer, giant oven, broiler below, flush-to-wall installation.



Model 35721 cove light, electric clock and interval minute minder, appliance outlet. See open view.



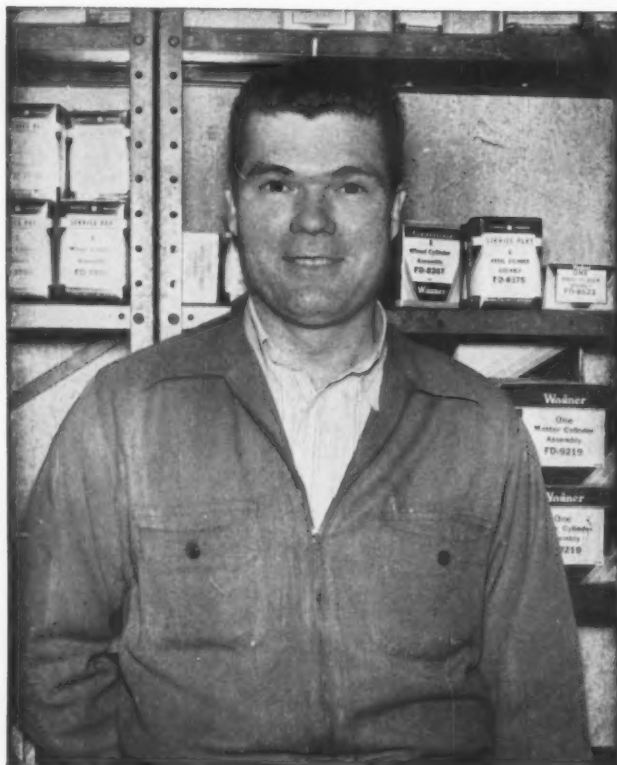
Model 35721 giant size oven, broiler below, two drop-door storage compartments.



Model 35711 cove light, electric clock and timer, giant oven, broiler below, storage compartments.

**Prentiss Wabers Products Company**  
9122 SECOND STREET N., WISCONSIN RAPIDS, WISCONSIN





## "KLIXON Protectors Guard Against Major Repairs" States Electrical Contractor

RICHMOND, VA.: James C. Hill, Service Manager, Richmond Battery and Ignition Corporation, is definitely a man whose words on KLIXON Protectors can be profitably listened to by all!

"We repair more than 5000 motors a year for approximately 100 appliance dealers in Richmond and vicinity, and we are the authorized motor service shop here for three nationally-known makes of electric motors. We find that motors which are equipped with KLIXON Protectors seldom require major repair service, whereas the unprotected motors which come into our shop are often burned out."



Manual Reset



Automatic Reset

### KLIXON Protectors Build Customer Goodwill by Preventing Major Repair Costs

The KLIXON Protectors illustrated are built into the motor by the motor manufacturer. In such equipment as refrigerators, oil burners, washing machines, etc., they keep motors working by preventing burnouts. If you would like increased customer-preference, reduced service calls and minimized repairs and replacements, it will pay you well to ask for equipment with KLIXON Protectors.

**KLIXON**  
TRADE MARK REG. U. S. PAT. OFF.

**SPENCER THERMOSTAT**  
Division of Metals & Controls Corp.  
2512 FOREST ST., ATTLEBORO, MASS.

## ECONOMIC CURRENTS

### Business Controls Its Future In 1953

By the McGraw-Hill Dept. of Economics

THE upswing in sales of appliances can be expected to carry through the Christmas season and, after some seasonal lull, into the spring of 1953. Caution on inventory should be practiced next year. Good sales should still be possible during the middle of 1953, but it will take more selling and probably competitive pricing.

The sale of appliances moves in wider swings than general business conditions. Now when general business is on the upgrade, durable goods sales move strongly ahead. The economy is likely to face some problems by mid-1953, however, which may cause appliance sales to stumble. To understand events in 1953, the relation of government and business spending to consumer spending must be watched, because business and government expenditure help make up consumers' income.

Here is how 1953 seems to be shaping up:

1. Government spending for the defense program will rise slowly.

2. The spending by business for plant and equipment will be surprisingly strong, but a shade off from 1952.

3. People continue to show a marked willingness to consume but their income and debt position could put a squeeze on their buying.

The defense spending by the government will continue to mount by another three to four billion dollars, as an annual rate of expenditure, before reaching a peak around the middle of next year. After that, government spending will level off, under present plans. A new political administration is not likely to make changes rapidly enough to alter this pattern of government spending very much in 1953. The budget and appropriations are already enacted covering the period through June, 1953. A new budget and appropriations for the last half of the year will be forthcoming by a

Republican administration; but even here the carry-over of unspent appropriations, plus the slowness by which the budget process works, means that little change is likely in 1953.

#### BUSINESS SPENDING WILL CONTINUE

Business spending for plant and equipment will hold up at a high level, fairly near the peak level of 1952, according to a preliminary survey of capital investment plans by McGraw-Hill. Manufacturing firms will spend about 8% less on plant and equipment than in 1952. Public utilities, mining, and commercial construction expenditure, however, are likely to be as large or somewhat larger than last year. On balance, business spending will be off only a shade. This represents a remarkable carry-through of plant expansion, since both defense and civilian needs are fairly close to being met by present facilities. There are only two indications of weakness in the business spending preview. One is that spending for the expansion of plant and equipment is being carried on by fewer industries and mainly by larger firms. The other is that businessmen indicated they were prepared to cut back plans if sales dropped.

This brings us to the crucial position of the consumer. The spending of both government and business is in delicate balance, neither rising as it has been in years, nor contracting. Defense spending is fairly fixed for the near future, but business investment is poised awaiting the outcome of sales, or consumer buying. Any real break in consumer buying could, in the latter part of next year, shift the whole economy into lower gear. For a decline in consumer buying would reflect in manufacturer's sales and put the brakes on business spending for plant and equipment. Will this happen? A downturn in consumer spending will not happen in 1953, provided there is no inventory dump-

(Continued on page 30)



"THEN—THIS IS GOODBYE!"



# Santa provides the season ...Graybar provides the service

to make this your most profitable Christmas EVER



## Popular, easy-to-sell lines — via Graybar

Only the best-designed, best-advertised, most-wanted electric housewares.  
Fine names, fine merchandise . . . and every item a practical gift.



## Prompt delivery — via Graybar

Even though it's already close to Christmas, you can rely on Graybar! Don't be stranded with low stocks. Emergency stocks await your needs in near-by Graybar warehouses. Telephone or telegraph for fast delivery.



## Build for future sales — via Graybar

Sell products made by leaders in their field . . . products that give lasting satisfaction and build future sales for you!

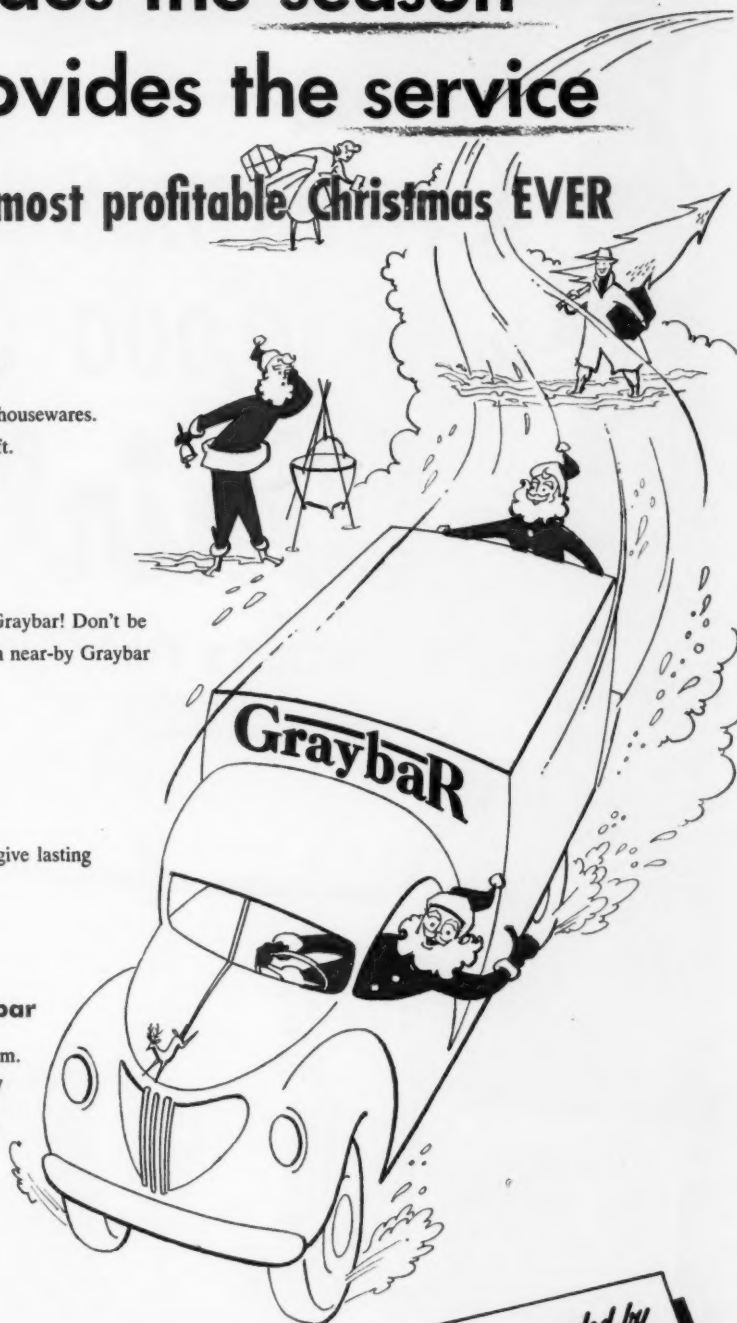


## Better service all year round — via Graybar

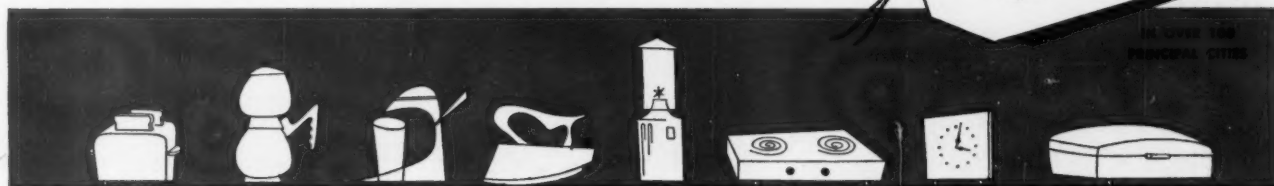
Don't risk having to tell customers you're all out of a popular item.  
Use Graybar service to maintain the vital stocks you need NOW  
. . . and throughout the year! Call your Graybar Representative  
for help when you need it.

(292-612)

GRAYBAR ELECTRIC COMPANY, INC.  
Executive Offices: Graybar Building  
420 Lexington Ave., New York 17, N. Y.



REMEMBER: THEY SAY YES WHEN YOU FEATURE GIFTS...





# Christmas Greetings to the 10,000 Dealers selling **Whirlpool**

THE WORLD'S FINEST HOME LAUNDRY LINE



## AUTOMATIC WASHERS

Only Whirlpool has suds-miser, seven rinses, agiflow washing action, germicidal lamp, cycle-tone signal, 9-lb. capacity and other features.



## GAS and ELECTRIC DRYERS

Both models have protective tempered heat, controlled air circulation, easy outdoor venting, germicidal lamp and other exclusives. Gas dryer has automatic ignition.



## IRONERS

The Whirlpool ironer has full-size 6" x 26" roll, dual heating elements with dual controls for faster ironing plus other modern features.



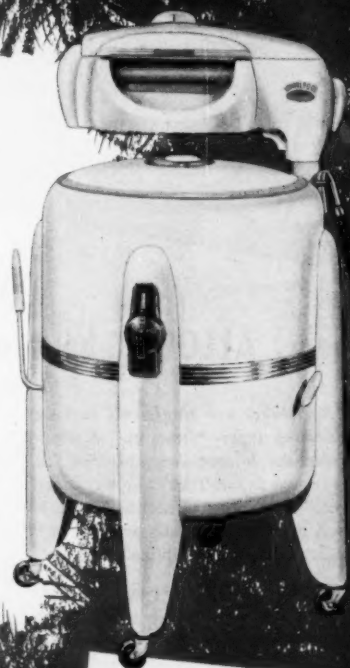
## this Christmas sell Whirlpool ...most wanted by most women!

The perfect gift women want for Christmas and every day of the year is WHIRLPOOL. Show and tell Dad how wonderful WHIRLPOOL saves Mother from the hard work and drudgery of old-fashioned washdays . . . and he'll buy!

If you're not one of the 10,000 WHIRLPOOL dealers whose cash registers play a "merry tune" the year 'round, *here's a profitable tip . . . JOIN UP.* WHIRLPOOL is the hottest complete line of home laundry equipment in the industry and it will be even hotter next year!

Now is the time to get started. Get your ticket from WHIRLPOOL and travel on the profit road with a complete line of automatic washers, wringer washers, electric dryers, gas dryers and ironers. You'll sell more, make more and keep more!

You'll have a  
Prosperous New Year with  
**Whirlpool**  
the complete line  
of home laundry equipment

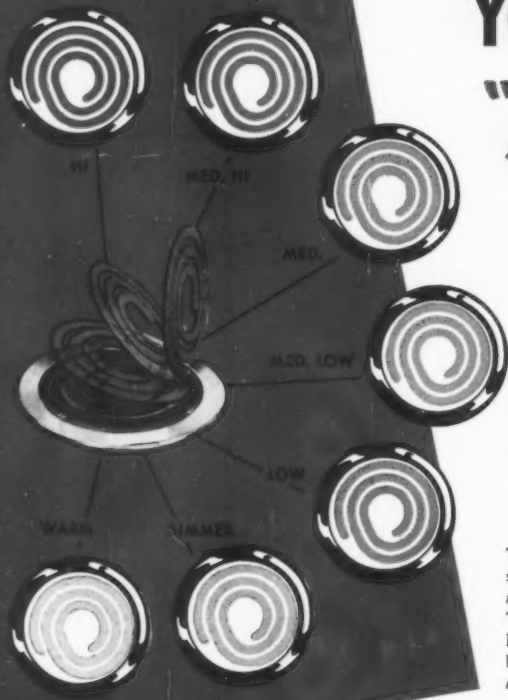


## WRINGER WASHERS

Three models . . . each has Surgi-flow Action for thorough washing, 9-lb capacity, large pressure wringer (8 positions) and other features that sell.

CONTINUED FROM PAGE 26

Bigger, more profitable range sales!



# YOURS...with "simplified cooking"

exclusive with

There is "good selling ahead" for dealers who sell electric ranges, *provided* you have the features to sell 'em quickly, easily and profitably. Take *Monotube*® Surface Units, for instance! Here is a feature women will love, because it brings them "simplified cooking". Yes, *faster, better* cooking with a minimum of attention. And you'll find several fine lines of electric ranges featuring "simplified cooking" this season.

## Uniform, ALLOVER heat at EVERY cooking speed!

**HERE'S HOW!** *Monotubes* are single-coil surface units. The entire heating surface "heats up" at whatever cooking speed the homemaker chooses, for any size utensil she wants to use. There are no "inner coil" or "outer coil" cold spots... nothing complicated to remember. Foods cook evenly with little or no special attention. It's truly "simplified cooking."

**FAST, ECONOMICAL COOKING!** The broad, flat coil of *Monotubes* provides up to 32.8% greater utensil-to-coil contact. More heat goes directly into the utensil. Foods cook faster, even on lower heats... for real cooking economy. The coil *stays* flat, too, to give maximum heat transfer for years, because it floats freely on unanchored support.

**EASY CLEANING!** The exclusive "swivel-action" that lets *Monotubes* "stand alone" permits fast, convenient cleanup. The coil swings up, out of the way. Spilled foods can be wiped away quickly, before they bake on the drip pans.

**Remember...** women buy cooking performance, not just heating elements. And, *Monotubes* have the features women can understand and appreciate... potent sales clenchers for profitable selling. So take full advantage of the "simplified cooking" story in the ranges you sell. And to boost your service and replacement business--it takes only 4 basic units and 9 pans to convert *most* electric ranges in your area. Why not investigate this also?

\*Trademark Reg. U. S. Pat. Off.

# FERRO

## TUTTLE and KIFT, INC.

*A Subsidiary of Ferro Corporation*

1825 N. MONITOR AVE. • CHICAGO 39, ILLINOIS

ing, there is strenuous selling, and there is a cut in personal income taxes.

Consumers still have a marked disposition to buy. The portion of new income which consumers are willing to spend, rather than save, is often a good guide to consumer attitude. The latest figures show that consumers are willing to spend 73 cents out of every new \$1 of income they get. This, by past standards, indicates a healthy willingness to consume.

### REAL INCOME GROWS SLOWLY

Consumers are not without their own troubles, however, particularly income-wise. Growth in real income has been very slow during the past year. Price rises have matched the modest increases in income. Not only is the current income of consumers somewhat tight, but they have run their accumulated savings down slowly and consistently since 1947. The result is that consumers have turned to more installment credit to finance their purchases of appliances and automobiles. Installment sales have increased at a near record rate in the past five months. If installment buying continues at the present rate, the relation of consumer debt to income will be pretty well strained by mid-'53.

This does not necessarily mean that consumer buying will tighten up next year, because there will be some small increases in consumer income. A cut in personal income taxes, however, would be very beneficial in releasing additional buying power to individuals.

With consumer finances also in a neat balance next year, similar to the balance in business and government spending, it will be important not to rock the boat. One of the worst things that could happen would be a repetition of the inventory dumping by businessmen which took place in 1949 and 1951. At that time many businesses, quite unnecessarily, went to hand to mouth buying in the hope of purchasing at lower prices later. In the process they ran down their inventory. They also caused enough of a drop in prices so that consumers also got the idea that they should hold off buying for lower prices. The price weakness brought about by businessmen's inventory actions brought on a consumer slump. The same thing could happen in 1953. Consumers do not have a heavy backlog of unfilled needs any longer, and their income position is somewhat squeezed. Any signs of price weakness, in these circumstances, would cause them to hold off buying. This need not happen if business men pursue a cautious inventory policy now and refrain from dumping inventory next year.

### THE "HARD SELL" IS BACK

The art of strenuous selling is likely to come back into its own in 1953. Manufacturers particularly will need to improve product designs, include new appealing features in their products, cut manufacturing costs, and price their products carefully. *End*

# There's an easier way to close the deal...



## emphasize the "DULUX" finish

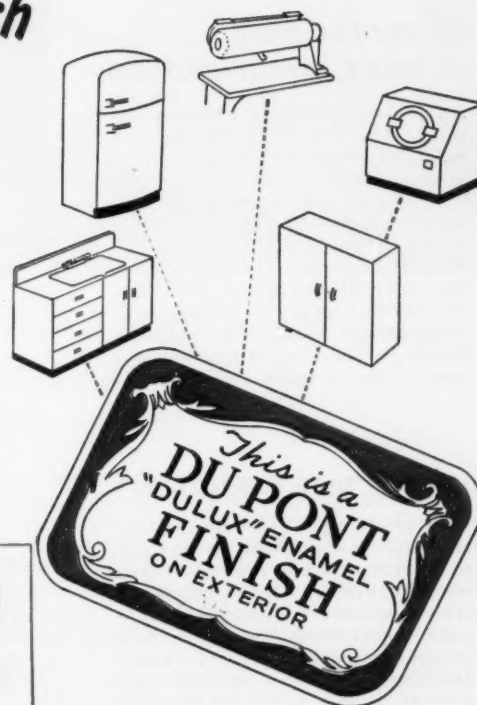
REG. U. S. PAT. OFF.

Don't break yourself up with tricky demonstrations! When a shopper chills the wind-up of your sales story with an icy stare, don't stop cold! Thaw her out by mentioning that the appliance is finished with Du Pont DULUX Enamel.

Sales-wise dealers point out how easy it is to keep DULUX always sparkling and clean. It will resist marring, scratching and stay gleaming white—eye-catching in the kitchen for years! And DULUX comes from Du Pont laboratories along with many other widely respected, high-quality products.

Does this wind-up work? DULUX has helped sell over 25,000,000 refrigerators and hundreds of thousands of other home appliances—unquestionable proof of DULUX acceptance!

So, feature the finish when you sell, it's the easier way to close the deal!



REG. U. S. PAT. OFF.

**150th Anniversary**

Better Things for Better Living  
through Chemistry

## DULUX enamel

REG. U. S. PAT. OFF.

*America's leading home appliance finish*

**CHEMICALLY ENGINEERED TO DO THE JOB BETTER**



FOR LEADERSHIP IN FEATURES... LEADERSHIP IN STYLE...

# REVCO FOOD

## *The Popular Chill Chest.*

### *New... Faster-Freezing* **LOW-TEMPERATURE REFRIGERATION SYSTEM**

New, revolutionary hermetic compressor by Tecumseh... No Fan Noise... combined with Revco engineered static type condenser system, efficient aluminum evaporator and food compartment, extra-thick insulation, all correctly engineered and balanced results in extremely low cost operation. The Tecumseh hermetically sealed compressor is engineered for added efficiency, quiet operation, and it is lifetime lubricated. Complete system carries five-year warranty.

### *New...* **MOISTURE FREE CABINET CONSTRUCTION**

An outstanding feature... Revco engineered, the Chill Chest Moisture-Free cabinet construction eliminates moisture condensation on outside walls in humid weather. Static type condenser with tubing distributed over and attached to inside surface of cabinet shell results in the most efficient heat dissipation. No condenser cleaning is required. Extra-thick, non-settling, high density fiberglass insulation between outside cabinet wall and interior aluminum food compartment provides greatest efficiency.

### *Aluminum...* **INTERIOR FOOD COMPARTMENT**

More usable capacity for foods in the reinforced aluminum food freezing and storage compartments. A complete wrap around of aluminum tubing bonded directly to outside surface of food compartment assures faster freezing and safe storage throughout the interior... Lower operating cost. Treated aluminum wall surfaces, positive sealed, are chip and rust proof, clean easily, retain new look.



*New... Revco CHILL CHEST "15"*

### **JOIN THE FAST GROWING FAMILY OF REVCO DEALERS**

The time is... right now! Yes, today, make this new and outstanding 1953 Revco line of Chill Chest and Upright Food Freezers your leader in sales... your leader in profits during the coming year! Feature after feature... All New... all with the "buy-appeal" features that make selling easier... all yours in this great new Revco Freezer line. The big consumer advertising program this year, bigger than ever before, will step up the sales-tempo in your area on the popular nationally advertised line of Chill Chest 8, 15 and 23 Cu. Ft. Freezers. The addition of the new Revco 11 Cu. Ft. Upright now offers you a line of the most-wanted size freezers in just the style to suit any family's need. For Leadership in sales and to sell the very best, is to know you sell Revco... Act Now!

*Wire for name of nearest Revco Distributor*

**REVCO, INC.**



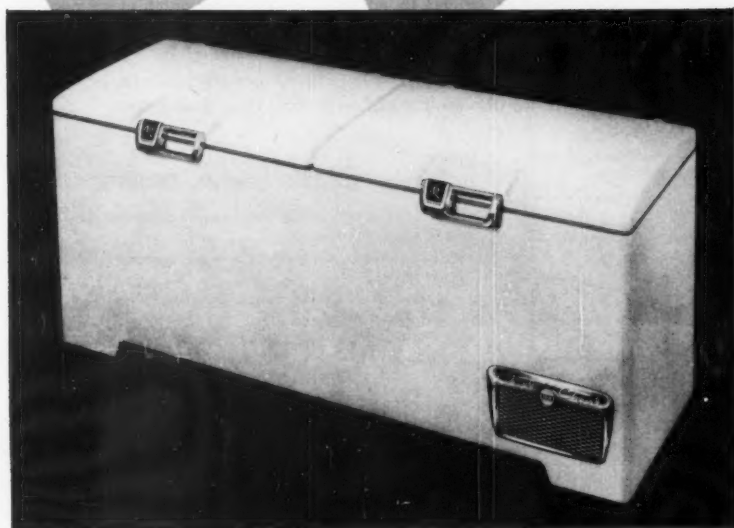
**DEERFIELD, MICH.**

LEADERSHIP IN SALES... and MORE PROFITS DURING 1953

*"To sell the Very Best,  
is to Know You Sell Revco"*

# **FREEZERS**

*..and Upright Styles...*

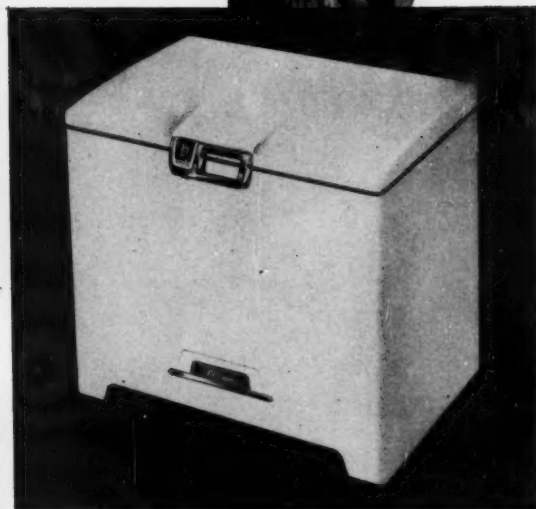
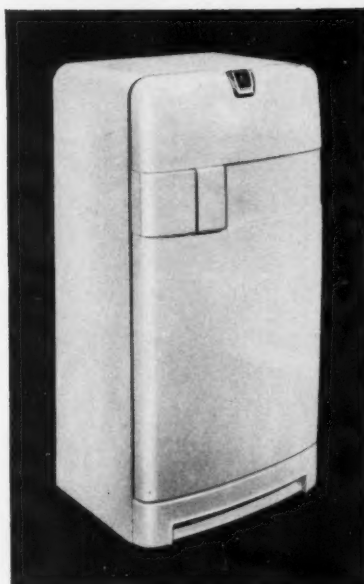


*New... Revco CHILL CHEST "23"*

**SEE THIS OUTSTANDING  
REVCO FREEZER LINE  
IN  
CHICAGO**

**JANUARY 5th to 16th**

We cordially invite you to see this wonderful line of Revco Chill Chest and Upright Freezers. Your visit to Chicago during the forthcoming Winter Market shall prove itself a profitable trip. Make it a date right now . . . January 5 to 16 . . . Revco Freezer Display.



*New... Kitcheneered Freezers*

**Revco CHILL CHEST "8"**

**Revco UPRIGHT "11"**

The Chill Chest 8 cu. ft. Model with all the new outstanding Revco engineering and convenience features, and the new Revco 11 cu. ft. Upright Model with new open-type fast freeze shelves offer you an outstanding combination in meeting the demands for more frozen food storage capacity right in the kitchen or the utility room. Now, more than ever before, you can cash in on the popular trend toward freezer and food combination selling in your area.

# Appliance makers

apply here for millions of prospects with

## BUY ON THEIR MINDS!

THE most natural—and the best appliance prospects—are those families who are constantly interested in improving their homes. This exactly describes the 3½-million families who read *Better Homes & Gardens*! They undertake nearly 1¼-million home improvement jobs a year! And they include 7 out of every 10 families who are building new homes.

How does BH&G manage to screen and capture such a large audience of appliance prospects? By editing a magazine in which every page of every issue is devoted to new, practical ideas on what to try, what to BUY, to make home life richer, more enjoyable.

No wonder appliance advertising in BH&G is really read with interest —by families who are *pre-sold* on making their lives easier!

### BH&G BUYOLOGICAL BRIEFS

- 1,156,000 BH&G families bought minor appliances for Christmas, 1951.
- 658,000 BH&G families bought major appliances for Christmas, 1951.
- 514,000 BH&G families bought radio or TV sets for Christmas, 1951.

MEREDITH PUBLISHING COMPANY, Des Moines, Iowa

Serving more than  
3½-million families—screened  
for the  
**BUY** on their minds!

**Better Homes  
and Gardens**

Serving more than 3,600,000 families  
throughout 1952 - 25¢ a copy



# ***SUPERIOR PERFORMANCE*** **OF SYLVANIA PICTURE TUBES** **NOW PROVED BEYOND ALL DOUBT**

HERE'S THE  
FULL REPORT!



LIFE TEST MAGNETIC TUBES United States Testing Company Hoboken, N. J.				Test No. 1-5526 Date 10-11-52 Engineer A.S.M.
Mfr.	Tubes Tested	Tubes Failed	Point Quality	
A	8	3	76	
B	8	4	79	
C	8	6	62	
D	8	4	74	
E	8	4	67	
F	8	5	42	
G	8	4	52	
H	8	5	30	
<b>SYLVANIA</b>	<b>8</b>	<b>0</b>	<b>93</b>	

**Exhaustive tests by United States Testing Company prove Sylvania  
Picture Tubes out-last, out-perform all others tested!**

● Hour after hour for over 1,400 consecutive hours, Sylvania Picture tubes were tested side by side with tubes of 8 other manufacturers. The chart at right tells the remarkable performance record. Note that only Sylvania Picture tubes showed no failures. Here's the conclusion of the U. S. Testing Company Report: "On the basis of an ultimate Life Test Evaluation of the eight tubes of each brand tested, it is our

opinion, that the averaged overall qualities measured on the Sylvania Tubes were superior to the averages of the other brands tested."\*

\* United States Testing Company, Inc., Test No. E-5526.

We'll be glad to send you full details of this report. Send your request to Sylvania Electric Products Inc., Department R-1312, 1740 Broadway, New York 19, N. Y.

HERE ARE  
THE  
CONCLUSIONS!



# **SYLVANIA**



RADIO TUBES; TELEVISION PICTURE TUBES; ELECTRONIC PRODUCTS; ELECTRONIC TEST EQUIPMENT; FLUORESCENT TUBES, FIXTURES, SIGN TUBING, WIRING DEVICES; LIGHT BULBS; PHOTOLAMPS; TELEVISION SETS

## How PROSPEROUS Is The USA?

**J**ust how prosperous are the people of the United States?

The sole purpose of this message is to help clear up the confusion and controversy that surrounds this important question.

To find out how much prosperity, or material well-being, the people of the United States now enjoy, it is necessary to get answers to these questions:

1. As compared with other times, what is the total amount of goods and services that we have available for our enjoyment?
2. How great, on the average, is the share of each American in this prosperity?
3. How does our prosperity compare with that of other nations?

### National Product at Peak

The government statisticians who do the bookkeeping for the nation produce a figure called the Gross National Product. It is supposed to be the total obtained when you multiply the amounts of everything we produce by the prices of everything produced. This year the GNP, as it is commonly tagged, will add up to something like \$345 billion.

Since this will be the highest total that GNP has ever attained, some people will acclaim it as evidence that we now are enjoying the greatest prosperity on record.

The GNP, however, is not an accurate yardstick of prosperity. It may go up because of price inflation alone without any increase at all in the output of goods and services. Also the GNP includes very large amounts of goods and services, such as those for the military, which are in fact a result of misfortune rather than of a condition that might properly be called prosperity. Moreover, there is no deduction from the GNP to make allowance for the equipment that is worn out in producing it.

### Little Recent Progress

When we make adjustments such as these — to find out how much of our production really is available for the use and enjoyment of the civilian population — the *adjusted* national product since the beginning of World War II comes out about as follows. The effects of price inflation have been removed from these figures.

YEAR	ADJUSTED NATIONAL PRODUCT	
	Billions 1951 Dollars	Index (1946 = 100)
1940	\$176.2	76
1946	232.5	100
1947	240.7	104
1948	244.3	105
1949	239.7	103
1950	260.9	112
1951	267.9	115
1952	264.3	114

From this table the fact stands out that progress in raising our level of prosperity has been halting. What progress we have made came in a few dramatic increases before or after a military build-up. Aside from those, the progress has been fairly slow. This year, 1952, it has been particularly discouraging.

Again, when account is taken of the number of people who must share in the goods and services that are available, our progress is even less marked. This is shown by the following table which gives the share of the average American in the national product. This, as the table indicates, is arrived at simply by dividing the total of available goods and services by the population on hand to share in them.

YEAR	POPULATION Millions	ADJUSTED NATIONAL PRODUCT Billions 1951 Dollars	ADJUSTED NATIONAL PRODUCT Per Person
1940	132.0	\$176.2	\$1,335
1946	141.3	232.5	1,645
1947	144.0	240.7	1,672
1948	146.6	244.3	1,666
1949	149.2	239.7	1,607
1950	150.6	260.9	1,732
1951	154.4	267.9	1,735
1952	156.9	264.3	1,685

Here it is clear that we have made little or no headway since the end of World War II.

### U.S. Compared to Other Nations

Although we are making slow progress in increasing our prosperity, as measured during recent years by the amount of goods per person, we still are by long odds the most prosperous people on earth. This can be seen from the following table. It offers a rough measure of how the adjusted output of goods and services per person in the United States compared in 1951 with that in a number of other countries:

COUNTRY	PER PERSON
United States .....	\$1,735
Canada .....	1,231
United Kingdom .....	614
France .....	510

To figure more closely "How Prosperous is the U.S.A.?" we must answer a number of

other questions. One of the most important will be the subject of a later editorial in this series. It is "Who Gets What?" How have various income classes and occupational groups shared the total available goods?

Another question that has a basic bearing on the quality and durability of our prosperity is "How fast are we using up irreplaceable natural resources, such as oil, iron ore, and copper, to sustain it?" Any attempt to deal with this very complicated question must also be deferred.

### A Problem for the Future

In the meantime, however, key facts about our prosperity are that:

1. Most of the increase in the nation's total production in recent years has been to meet military requirements rather than to improve the American standard of living.

2. The increase in the supply of goods and services actually available for the average American has been slow and halting.

3. We Americans are still extremely well provided with the good material things of life, as compared with peoples in other lands.

These three facts bring to mind a whole series of policy questions. What can be done to speed up progress in improving our prosperity? What—to repeat the question discussed in the previous editorial in this series—can be done to make our prosperity less precarious?

Here, however, the purpose is not to prescribe. It is simply to indicate as accurately as it can be done in a brief article the actual state of the nation's prosperity.

In doing this much, it can properly be remarked that the record presents to the American economy both a problem and an opportunity of surpassing importance. It is that of building a prosperity that will be both more progressive and more secure than any we have known in recent years. In the light of what clearly remains to be done, we shall make a grave mistake if we use up any of our energy in congratulating ourselves on the relatively meager progress here recorded.

**McGraw-Hill Publishing Company, Inc.**

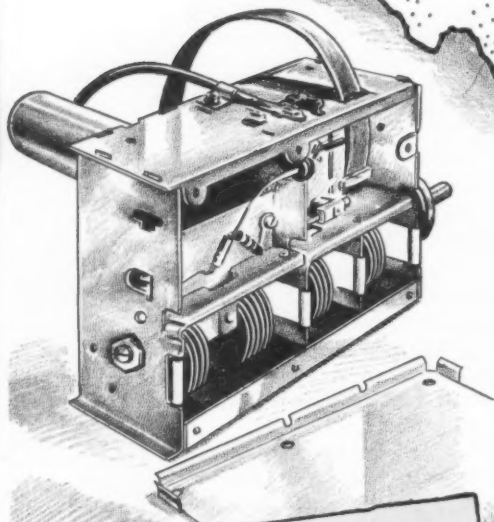


# QUALITY FIRST... A PHILCO POLICY

PHILCO ADVANCED RESEARCH IN  
THE FIELD OF ELECTRONIC SCIENCE

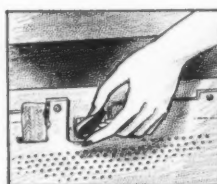
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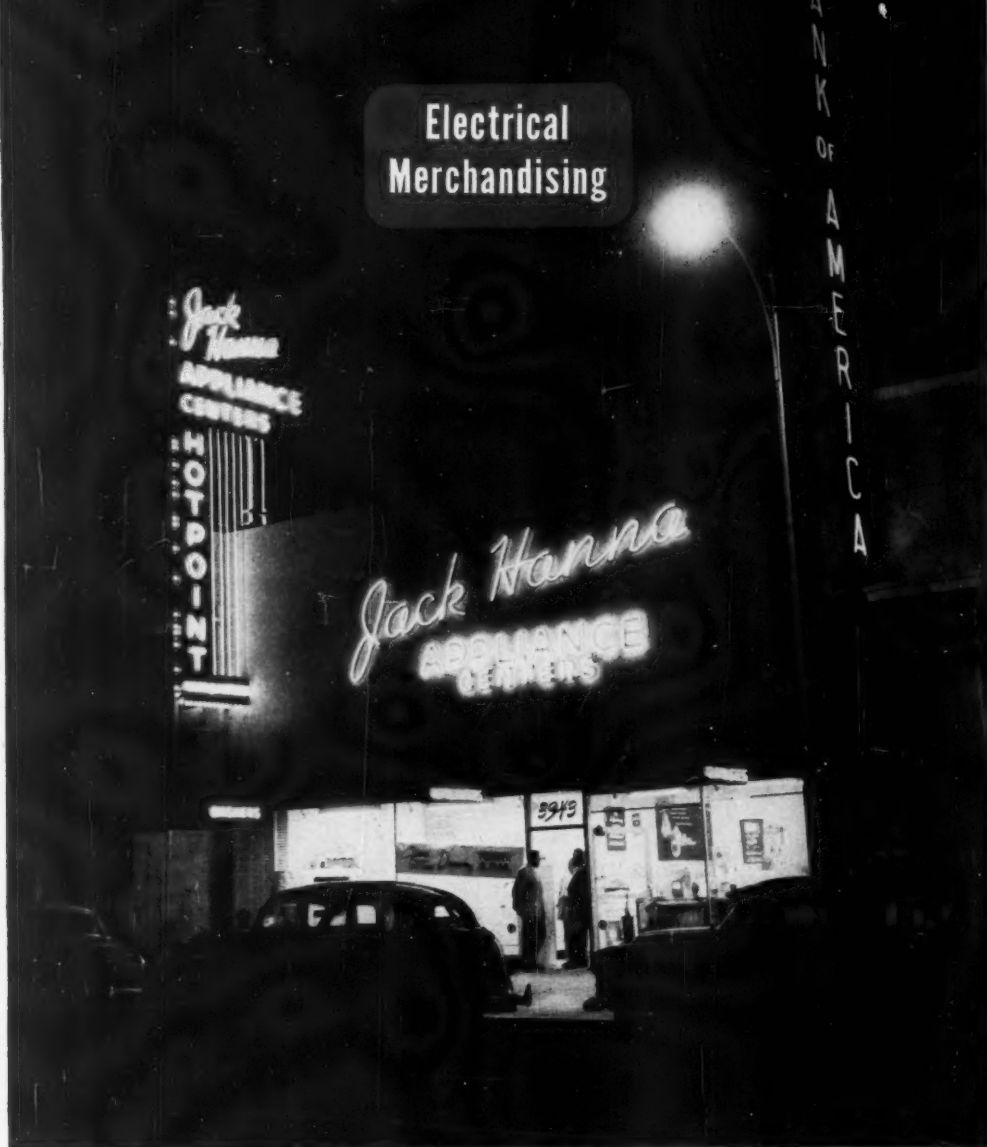


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## Electrical Merchandising



# So You're Thinking of Opening Nights!

It looks like a national trend, but don't let competition and widespread publicity push you into it without a careful examination of local shopping habits, your location, employee relations and the nature of your business

*Compiled from reports of  
ELECTRICAL MERCHANDISING's editors*

**By ROBERT W. ARMSTRONG**

THE recent rash of public utterances and press reports about the "trend to night openings" has appliance and radio-TV dealers asking two questions: "Will I have to do it?" and "Will it be worth it?"

The answer to both questions, according to a nationwide study made by the editors of this magazine, is, "It depends." It depends on where the dealer is located, the nature of his shopping district, consumer habits, competition, the size and type of his operation and his flexibility.

No doubt exists that there is a trend to night openings. Food stores now sell about 25 percent of their products at night. A big clothing chain does 30 percent of its volume after dark. Sears, Roebuck is reported

to have inaugurated a seven-days a week, 24-hours-a-day shopping service. Four New York department stores recently inaugurated a second-night opening in addition to the traditional Thursday evening hours. Four big New York apparel stores, hitherto closed every night, have introduced Thursday openings. Two Chicago department stores have been open two nights a week for eight months and report additional business.

Some experts even go so far as to predict the end of morning hours in favor of evenings, the introduction of a five-day week and the elimination of Saturday as a shopping day.

The reasons behind the trend are manifold. Among the best ones are:

*(Continued on next page)*

## SO YOU'RE THINKING OF OPENING NIGHTS! (continued)

WEST



more women working who consequently have less time to shop during the day; transportation and parking problems are minimized in the evening; the scarcity and high costs of baby sitters makes it easier for one parent to shop at night while the other stays home with the children.

For these reasons, as well as for others, the new trend is being described as a "shopper's revolution," a change that is being forced on the merchant whether he will or no.

The extent of the trend has been emphasized by a recent report of the National Retail Dry Goods Assn., showing that of 258 cities studied, 213 (83 percent), observe one or more night openings as a prevailing practice. In 1950, says NRDGA, only 78 percent maintained night openings. The association's survey revealed further that two night openings a week are the general rule in eight cities and a mixed practice among larger stores in ten other cities.

Not all of this growth, says NRDGA, is either well-planned or remunerative. "The most popular explanation," it says, "is to meet customer demand . . ." but "the underlying reason is to stimulate lagging customer purchasing and to meet competition, particularly from suburban areas." The attendant publicity, says the association, "has left the general impression that customers everywhere are actively demanding more evening shopping, that such multiple openings are highly profitable and that all merchants embrace the program voluntarily and enthusiastically. Such is not the case. . . . The need and justi-

fication for multiple night openings are varied and complex. No two cities have exactly the same prevailing conditions. And yet, stores in one city rush to copy the pattern of another city without an understanding of conditions prevailing in the latter community or a realistic survey of the shopping requirements of their own."

The night opening trend was started

reports that in Shopper's World, the big Framingham, Mass., shopping center, all 48 stores are open three nights a week until 9 p.m.

Now the pressure is on appliance dealers, but the cautions of the NRDGA are just applicable to them as to other retailers.

The success of night openings depends upon a number of conditions and factors which each dealer must assess for his own particular operation and location before he takes the almost irrevocable step of keeping his lights on and his door unlocked three or four nights a week. Apart from a merchant's personal preferences and local restrictive laws, the following factors should receive primary consideration:

1. Local shopping habits and store location
2. The behavior of competition
3. Employee relations
4. Character of the store

All of these, of course, add up to the one big question: Will I get enough additional volume from night

openings leveled off about two years ago as the development of suburban shopping centers reached its climax. These shopping centers are open two nights a week, Monday and Thursday, on which days the doors open at noon. Downtown Los Angeles department stores, discovering that thousands of their customers were going to the shopping centers to do their buying, opened their doors three nights a week. It didn't work. The people still went out to the shopping centers. One of the big reasons why the experiment failed, says ELECTRICAL MERCHANDISING's western editor, was the lack of available parking space.

The constant flow of new families is being reflected in more night openings in the San Diego area, where most stores are open Monday nights. One dealer tried to change this pattern at his beautiful new store in El Cajon, 15 miles to the east of San Diego, by keeping open every night except Sunday. Gradually, he began closing in. First he dropped Saturdays—because nobody shopped then. Then he dropped Monday, because all his potential Monday evening customers drove into San Diego. Finally, he ended up with three nights, Tuesday through Thursday.

### Reno Nights Reserved for Fun

Reno, Nevada, is, according to dealers there, a city where night openings would be unremunerative in the extreme, simply because when people go out at night they go to have fun. Consequently, the only establishments that stay open are casinos, bars, restaurants, and hotels. The situation in Salt Lake City is similar. Here all stores stay open by mutual agreement on Mondays, but no appliance stores in the downtown area augment this with other evening openings. Salt Lake, says one informant there, "is the sort of place where merchants still shut up shop for a week in the deer-hunting, duck-hunting or fishing season and would never press each other into staying open nights."

However, stores on the outskirts do stay open some evenings. One of these, Vrontikis Brothers on U.S. Route 91 between Salt Lake and suburban Murray, remains open "because the biggest part of our business is drive-in business and husbands and wives don't get out together in the car to shop for big items except in the evening." Eighty percent of their sales are closed in the evening.

Down in Phoenix, Arizona, those stores which stay open evenings are located in suburban shopping centers. They report that as much as 80 percent of their sales are closed at night.

Still another local characteristic which is responsible for night openings is reported by Scheinberg's, one of the largest Memphis, Tenn., dealers, which stays open three nights a week in deference to a substantial trade with Negroes who, the store says, prefer to shop at night.

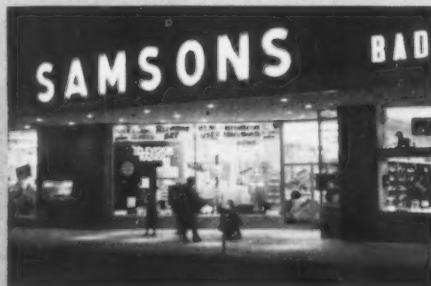
In Norfolk, Va., night openings, while owing something to competitive pressure, are largely the result of the

(Continued on page 62)

EAST



MID-WEST



by the food stores, many of which are now open four nights a week, then picked up by department stores and clothing retailers. Now, says the Wall St. Journal, "The trend to late hours is perhaps spreading fastest among smaller merchants." It quotes a San Francisco merchant's assertion that 75 percent of the stores on Mission St. are open two nights a week and

openings to make them worth while in terms of a long-run profit and store efficiency?

### The Effect of Shopping Habits

Perhaps no part of the country is more vulnerable to change than the western states. There the trend toward night openings for appliance stores has been growing steadily as a result of the development of shopping centers, great population increases and, as in other parts of the nation, the advent of TV, and the family decision required in making expensive major appliance purchases.

Shopping centers, with their nearness to their customers, their ample parking facilities, their encouragement of informal shopping, and their food stores which often stay open until midnight seven days a week, induce evening buying habits. Families emigrating to the West arrive with no set shopping habits and fall quickly into the western custom of playing on Saturday and doing their shopping as a family one night of the week.

In Los Angeles, the change to night



With a gun, a bedroll, and a truckload of appliances Leslie Hicks and his salesman travel the wide open spaces of New Mexico to make sales where credit investigations are impossible, free home trials a necessity and a trade-in is a rarity



**READY TO ROLL**, dealer Hicks and salesman Duran fasten bedrolls to a truck loaded with appliances. They may be gone a week before they peddle their load to ranchers scattered over the interior of New Mexico.

## They're RIDING THE RANGE For Sales

By HOWARD J. EMERSON

**Y**OU'D like to meet Leslie Hicks of Socorro, New Mexico.

Like yourself, he's an appliance dealer-salesman. But maybe you'll find him just a bit different, and while you'll be interested in how and where he sells appliances, it isn't likely you'll volunteer to swap operations with him.

If you are reading this article at home in the evening, realize that Hicks or his salesman, Nap Duran, may still be selling appliances by the light of a bare bulb hanging in the kitchen of a cattle rancher's home 180 miles or so from the store. Or they may have finished their late calls and turned in for the night—in a bedroll, beside a truckload of appliances parked for the night in a grove of cottonwood

trees that shield a bit the blue-black, starry, semi-desert night. Close to both of these sleeping salesmen is a fully-loaded revolver ready for action, either to protect the appliances or to guard the salesman from the sometimes dangerous mountain lions that roam this area bordering the famous atomic proving grounds.

Romantic? It might be, say once a year. Expedient? Yes, for it is about the only way that Leslie Hicks and his salesman can peddle their General Electric appliance line to the 3,800 electrified homes that are spread over a market area of 36,000 square miles. Profitable? Judge for yourself—Hick's books show a 12-month appliance gross of \$125,000 from a two-man operation in a very low-rent, low liv-

### *Selling on the Range . . .*



**NEWLY WIRED HOMES** are Hick's biggest customer source. At the Socorro REA, he learns from Tom Brown that 2,000 homes are scheduled for wiring in 1952.



**BEHIND THE WIRE CREWS**, Hicks' appliance truck rolls to new prospects. Length of REA extension is 240 miles—which roughly describes limits of Hicks' territory.

.... Is a Search for New Markets and ....



**LONELY HOME** of a cattle rancher deep in remote New Mexico plateau has newly erected poles and wires which mark the owner as prospect for Hicks' appliances.



**NO MONEY** for a down payment is familiar problem to Hicks. Using truck hood as a desk he explains cost of refrigerator (previously left on trial), gets an offer.



**THE DOWN PAYMENT** offered is a 150-lb. sow, which Hicks and Duran consider while would-be customer, anxious to keep refrigerator, extolls pig's good points.

ing cost section of the country. And that is for only the appliance end of an expanding business which now includes house wiring and a limited stock of lumber and plumbing supplies.

The success of Hicks' Engineering and Electric Co. has been due largely to the owner's willingness to seek out prospects, to bring with him a selection of the appliances they need most, an ability to convince them of their needs, a knowledge that a free trial is a strong method of selling. Coupled with the availability of an electric utility that can provide cheap financing, Hicks' methods are succeeding. They make up what is a common road to success in the appliance retailing field, but Hicks has used them in the face of some uncommon economic and geographic handicaps.

**A Brand New Market**

Besides getting his share of the appliance business in Socorro, Hicks builds his appliance volume by taking

truckloads of appliances to the doors of prospects who live up to 200 miles away. The idea came to him in 1946 when he was manager of the Socorro Electric Cooperative, an REA financed distributing utility. During this early post-war expansion of the REA lines, he saw his crews moving out across the cattle-raising plateaus and the valleys, opening virgin markets for appliances and electrical equipment. Few if any dealers were reaching these Anglo-American ranchers and Spanish-American subsistence farmers.

To reach the ranchers, Hicks has to schedule trips of several days duration. Often both Saturday and Sunday are included in the schedule to give Hicks or his salesman more time with the husbands who usually are far out on the ranches during the day. For the same reason, Hicks works every evening on these trips, and his records show that a majority of his sales are made after the long ranch

(Continued on page 70)



**CLOSING THE DEAL** involves a wrestling match with the pig—for which Hicks and Duran had to allow a little more than its current wholesale price on the market.

## .... A Battle Against Old Habits



**MOST WANTED** appliance in the little farming communities which are composed primarily of families of Spanish-American extraction is the washing machine. Here, at a newly-wired adobe home far off the beaten track, a family arranges with Hicks for a demonstration of one of the latest units.



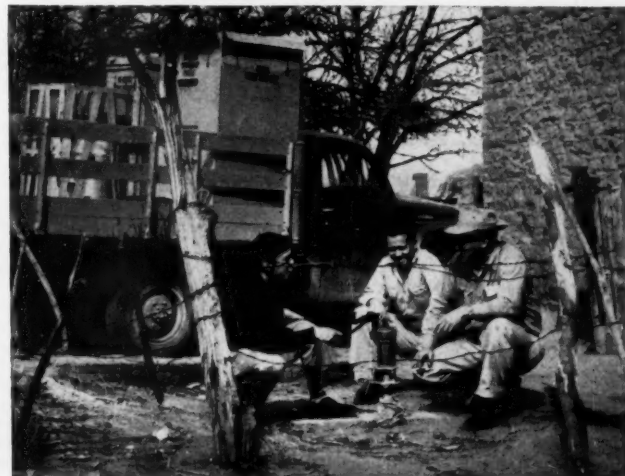
**DESPITE EXTRA WORK**, such as lugging water from an outside well, plugging in to home's single light socket, Hicks and Duran demonstrate washer to prospect.



**HAND CARRIES** are accepted hardship of range selling. Hand trucks, Hicks has found, don't work well on uneven ground around village homes, so they use muscles.



**NO SALE** says woman's expression, despite Duran's fluent Spanish explanation. She had no experience with things mechanical and automatic controls lost the sale.



**TRADE-INS** play small part in range selling as market has never had electrical equipment. However, people, like this prospect for an electric pump, sometimes try.



# How Good a Year Did You Have?

WHEN the year-end inventory has been taken and the books are audited to determine net profit and tax, the average electrical dealer feels that his work for the prior year is over and he looks forward to the next year's operations.

Few businessmen, however, look behind to help them look ahead. The common practice is to focus attention on the net profit shown on the annual income statement, compare it with the net of prior years and either exult or weep. This cursory attention paid to the prior year's operating results begets inefficient management. The figures on the annual operating statement are emissaries of important business facts that the dealer needs to guide him towards profits the next year; hence, he should review his annual statement thoroughly and, if necessary, dig into his books to get the data needed to guide him in the management of his business. These are the main things to consider when reviewing business activities for the prior 12 months.



## 1. Do you know what kinds of mistakes you made?

1. Did your net profit increase or decrease during the past year and why?

Too many dealers accept an increase or decrease in annual profits without knowing the "why" behind the result. This is definitely bad business management. You should know why you get the results you get, otherwise you're doing business "in the blind", taking pot-luck. No businessman can be assured a profit, but he can bolster his chances for success by reviewing operations at the end of a period so that he knows what he did to get what he got and realizes the effects of both mistakes and successes.

There are so many different reasons why a dealer will find an increase or decrease in profits on his operating statement that we shall not try to detail them or cover the subject expansively here. In the activity of a busy year, the effectiveness of a certain advertising campaign, certain types of store display, the sale of too much low-margin merchandise, a low average unit sale, a badly balanced merchandising program, and high customer turnover may be forgotten, yet they may have been the prime reasons why profits were higher or lower on a current year's business.



## 2. What is your average inventory carry in dollars?

The money you have invested in inventory is a factor in profitable operation. Some dealers carry high average inventories for the amount of business they do. Other dealers may do much more business on a much lower investment. Money invested in inventory is often frozen capital, because inventory is a semi-fixed asset, although few dealers think of it as such. In some cases, where the business has been conditioned to require a certain inventory carry, the stock on hand is almost in the category of a fixed asset, such as a store fixture. Most dealers never give thought to the dollars invested in their inventory. They tie up a lot of excess capital in stock, pay for it, sell it someday and buy replacements. They keep no track of inventory movement or its relationship to sales whatsoever. In many cases, they could do business with less stock if their selling methods were improved, if they had a better form of inventory control and if they bought more wisely.

Given the same capital, the dealer who does \$100,000 volume with \$30,000 inventory is a better businessman than the dealer who does \$100,000 volume with a \$40,000 average carry. The excess \$10,000 he can invest in expansion or other form of betterment or in outside enterprises to net him a return of at least 5 percent, which means that he is ahead \$500 yearly on the dealer with the bigger inventory. In 10 years, this would total \$5,000, or the net on \$100,000 volume, figuring 5 percent—the profits on an additional year's business merely by utilizing effective inventory control.

Keep the inventory carry in dollars as low as possible. Compare it from year to year. Determine the turn by

dividing the inventory carry into the sales volume and you will usually find that where the turn is lower, the profits are lower even though you sold more goods in one year than in another.

Do not take the year-end inventory figure when computing the inventory investment turn. Stocks may be high or low at this time and you will distort the computation. Average the carry over the year. If you have stock control cards and prepare monthly statements, you have a total inventory figure for each month, making 12, plus the year-end count, making 13 totals. Divide by 13 to get the average carry. If you do not have stock control cards or do not prepare statements monthly, take the beginning inventory and the ending inventory for the year, then divide by two to get the average carry. Divide this average figure into the sales volume to get the inventory investment turn.



## 3. How did you do on collections this year?

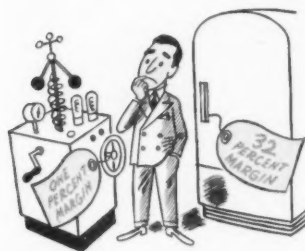
Take the total of accounts receivable and percentage it on sales. Is it higher or lower than prior years? If so, review your collection system and practises. Maybe they need improvement. You can freeze too much money in a fixed total that remains the same from month to month or increases so that you never liquidate this asset. As fast as you collect, other accounts of similar value take their place. Try to keep receivables down to minimum. They will tend to increase in a war economy as money gets more abundant. If your bad debts have increased in proportion to credit sales, then stiffen your credit investigations. You are passing out too much credit to poor risks.

Intelligent planning for 1953 is impossible without a thorough understanding of what happened and why in 1952. Here are eight guideposts to help you make a competent analysis



#### 4. What is your return on capital investment?

In the final analysis, this is the best yardstick of managerial efficiency. Many dealers think only of the profit on sales, but this figure is not conclusive. The return on your net worth is the real arbiter. If this return is decreasing, you had better overhaul your business practises from start to finish. There are many reasons why this return is often too low. You may have too much money invested in your business for the sales you get, your equipment may be in poor shape, your help may be inefficient, your customer turnover may be too high, you may be charging off too little depreciation, your net worth may be flooded with water, management in general may be bad, etc. Only a complete renovation of your business practises and figures will disclose the reason for a low return on net worth or invested capital and you'll have to make a searching analysis yourself or employ a commercial counselor or accountant to aid you.



#### 5. Is your margin on sales up to standard

If you are slipping on margin, you are in a bad way because this figure should remain high enough to cover overhead and net profit.

Considering the limited net earned in this business, the margin does not have to slip far to put you in the red. However, you are at a disadvantage unless you departmentalize because margins on certain lines are higher than others. This is usually the reason why the margin percentage as shown on a profit and loss statement will show a decrease even though the sales volume remains the same or increases. This has mystified many dealers. The

explanation is simple. One year a dealer may sell a high percentage of high-margin lines. In that year the composite margin for the high-margin and low-margin lines may average high. The next year, he may sell a high percentage of low-margin lines and the reverse may be true even though the sales volume has increased. Watch your margin. Keep it up to standard, the spread you require for the anticipated profit.



#### 6. Did you balance costs against prices to keep profits up?

Many dealers guess at their margin. Some base it on trade practises. Others base it on their operating costs, but prepare statements only once yearly so that in November of a current year they will be pricing their wares based on operating costs of the year before. In a war economy, when costs may rise and taxes are sure to increase, this practise is obviously dangerous. Dealers should prepare monthly profit and loss statements. If the margin earned is too low as shown by the monthly statement they should test-check their prices to determine whether they are adding enough spread to the purchase price of the goods sold to cover overhead expense and leave a satisfactory net profit after taxes. Throughout the appliance trade this practice is commonly known as back-pricing.

Select various items covering different lines at different times during the year as shown by your sales slips and test them for profit. For example, if an item costs 60 cents and the sales slip shows you sold it for \$1, you earned 40 cents, not net profit remember, but margin. Was that margin satisfactory? Here's how you can tell. Go to the prior profit and loss statement. If the overhead to sales was 40 percent, that 40 cents you earned on the \$1 sale gave you just 40 percent margin, and so, you just broke even on that item. If many such cases are brought to light, you had better charge more for the merchandise you sell, discontinue the lines involved or do a better merchandising job which will tend to bring down your overhead expense and thereby improve your financial picture.



#### 7. Do you break down sales to determine the profit per line?

In 1949 one dealer consulted us about the poor showing his business had made. He had come to the conclusion that one of his employees was stealing money or stock and he asked us to make a detailed audit of the inventory and cash. We found nothing wrong, but in going over his books, we noticed that he lumped his sales, even the income from service work. We segregated his sales into five departments and showed that he was losing money in two departments, just about enough to account for the variance shown on his statement.



#### 8. Do you include income taxes when appraising business operations?

Review your tax expense separately at the end of the year to determine where savings may have been effected and use this information to guide you in supervising tax expense more economically during the year to come. The tax rates increase or decrease arbitrarily, hence, these changes are beyond the control of the dealer, but the taxpayer can effect legitimate savings on tax by taking advantage of all allowable deductions and handling transactions throughout the year in such a way that he gets all the tax benefits coming to him.

When you have reviewed your business figures for the year gone by, when you have gone behind these figures to determine why certain items on the profit and loss statement or balance sheet were high or low, then you are in a preferred position to preview your operations for the year to come. End



**ROUTINE APPROACH** is used by Allbritten salesmen in selling prospect. Idea is to bring prospect to buying point by asking series of planned questions.



**IF PROSPECT** agrees to home demonstration, salesman writes credit application, then asks if he may consider it a sale if appliance performs as represented.



**EVENING SALES** meeting held once a week is in addition to regular morning sessions. Nut and bolt story is eliminated from product demonstration in favor of features.

**1** Frank Allbritten's 22-man operation in Kansas City, Mo., is closely supervised, employs local telephone girls to secure prospect leads

## Two Plans For

**A** SKELETONIZED resumé of the initial selling strategy utilized by the men who form the outside crew of the Frank Allbritten Appliance Company, in Kansas City, Missouri, would look something like this:

(1) Knock on door, (2) identify self and company represented, (3) stress a special deal, like a double trade-in offer, (4) get inside, (5) create a desire, and finally (6) demonstrate how prospect can afford a piece of merchandise.

Intensified outside selling has boosted the total gross volume of this company as high as \$75,000 a month. In July, 1951, the gross income from television was \$15,000 per month. With a strong door-to-door campaign, the figure was tripled in 15 months. From a sideline proposition, the appliance division of the firm, the largest Plymouth and Chrysler agency in the area, has developed into a major facet of the operation. Two big, good-looking stores in the greater Kansas City area—one on the Kansas side, the other in Missouri—are operated by this promotion-minded concern.

Boss of the appliance operation is Roy Kahn, who has a definite preference for hiring young, inexperienced men because most veterans have done some floor-selling and he believes this dims the willingness required to grapple with prospects at door-level.

The 22-man crew operating out of the Missouri store is sparked by men in their early thirties, the best age, the general manager believes, "because they are not old enough to be 'set' in their ways, not so young that customers look at them and think 'what's this green kid doing trying to sell?'"

Salesmen are grouped into three units, one working home freezers exclusively because it's a specialty product, another team staying on the floor one day, hitting the trail the next, and the third crew working only outside.

### Training Every Day

Training at Allbritten's is continuous. Half-hour morning sessions at 9:00 a.m. are utilized for routine day-to-day problems. Highlighting the training schedule are the Thursday night meetings which begin at 9:00 (Continued on page 78)



**SPECIFICATION SHEETS** and other literature are a must in every salesman's briefcase. Roy Kohn, sales head (left), checks over brief-case contents.



**2** Bill Rucker's three salesmen at Peters Appliance, Springfield, Ohio, do not attend sales meetings, get all their leads from users

## Outside Selling

**W**HEN you tell Bill Rucker, Peters Appliance, that outside selling is just about a lost art, he'll tell you you are crazy.

Rucker doesn't take his art lightly—people in Springfield, Ohio, don't either. He believes it is the best way to get sales.

"When you've been a salesman for a number of years," Rucker states, "you want to use your experience to best advantage. In 1949, we formed a syndicate and bought out Peters Appliance. From my long experience in the utility field (strictly outside selling) the best way to run the firm was strong outside selling.

"Knocking on doors is certainly the best method to dig up leads. We don't consider cold canvassing the only way of doing this. Cold canvassing is good when you have no other way of meeting people. Right now, I can't cold canvass because we have so much business."

### Plan Your Day Card

Peters Appliance has three men making calls besides Bill Rucker. He spends about half his time outside of

the store and expects his men to do likewise. They believe store traffic results from their outside calls, so in order to accomplish as much as possible, each day the men fill out a Plan Your Day Card. On the card are listed the active prospects to call on; call-backs on users (most of their leads come from users); and appointments in the store from the people contacted on their outside calls. On the back of the card the salesmen list various leads they want to see in the future. Rucker likes the card because if a salesman makes an appointment with a person, the salesman might forget the hour he planned to meet them.

"Users are a constant source of leads," Rucker emphasizes, "the person that counts them out is making a sad mistake. In fact, we classify the user first, the cold canvass second, and last the lead that a salesman will get from the time he is on the floor handling store traffic. However, we believe that store traffic is directly created by outside selling. People come in for special appointments or

(Continued on page 82)



**CALL BY** Peters salesman aims at making appointment for prospect to come to store. Calling card has salesman's picture on it so she'll remember him.



**WHEN PROSPECT** comes to the store she is sure to get salesman who called—which owner Rucker believes important in building salesman morale.



**RUCKER'S CALL-BACKS** on users are simplified and timed by constant checks with service department. Call-backs are made within 30 days of the original sale.



**MINIMUM** supervision is all that's necessary when salesmen work on share-the-profit plan, believes Rucker (left). But salesmen use Plan Your Day cards.

# Big TV Volume...



## ...In a Poor Location

ALL ALONE in one of the sparsely settled residential areas of Indianapolis is Zickler's Appliance, Inc., but the firm "hasn't had a month without a good profit."

Zickler's Appliance deliberately built a store in an out-of-the-way area of Indianapolis, then, just as deliberately, created a series of sales ideas that developed a \$500,000 volume, a good part of which is in TV

By FRANK A. MUTH



**SIX-FOOT TEST**, which involves a tape measure, a chair and a receiver, helps convince many doubtful prospects that a big screen set will be all right in any of the smaller rooms in their own homes.

TELEVISION beamed its first signal into the Indianapolis area in time for the great speed car races in May, 1949. By January, 1950, TV still hadn't made big strides in the city, but Zickler's Appliance, Inc., had started to sell television from a store way out on the edge of town in a residential area. Worse, the store address, 4930 Keystone Ave., is right across from a golfcourse.

Jim Keene knew that many people didn't know much about television, so hesitated to use any high pressure sales methods. "We advertised in the classified section of the newspaper that sets could be rented," Keene points out. "This helped us in two ways; we usually sold sets to all those who rented one, and salesmen paid for this different way of advertising."

"Every day we'd insert about three to ten small ads with a slug like 'Free Home Trial, Rent a TV, Free Home Demonstration . . . ' with the name of the store, and a salesman's name and his home phone number. The cost of the ads was charged to the salesman's commission account. The store paid nothing.

"It wasn't long at all before the

location wasn't a drawback as far as sales were concerned," Keene asserts. "Salesmen started building up a good volume and those customers sent in their friends."

Zickler's has gained respect in the community because their philosophy is not to "sell" anything. They want the customer to realize that Zickler's helps them buy only what they already want.

In the beginning, Zickler's handled six lines of television, but Keene found that it didn't pay to follow the crowd. "We knew that everyone else carried multi-lines, and thought we'd have to do the same. But it doesn't pay. Actually, if you have one or two lines, that is plenty."

### Don't Really Sell

"Our salesmen make it a point to know the features of all makes so they can give people a good informative talk. We aren't kidding ourselves—we really don't sell television. All we try to do is give the prospect information about television and let him decide what he wants. Naturally, after we explain the features and merits of our single line—Spartan—there is no



**TRAFFIC** is drawn to store in many ways, one of which was announcement of free year guaranty of parts and labor for TV set purchasers. Firm makes charge only for travel made in connection with repairs.



**PASSERSBY** are attracted by gimmicks like this peephole window featuring recent political convention.



**CLASSIFIED ADS**, paid for by individual salesman and giving salesman's name and home telephone number, are a big help in getting sales started.



**DISCOUNT SEEKERS** are embarrassed by selling technique which includes asking them if they would buy the cheapest suit available to them.



**"WE DON'T SELL,"** Zickler's admits. Their method: to give the prospect information about merits and features, let her make up her own mind.

question in their minds that that's what they want."

A recent customer came in the store and after fifteen minutes turned to Keene and said he'd been in 12 different dealer's stores, and not one had given him as much information as he'd picked up from him. He not only bought the set, but sent four other people in to buy within three weeks.

#### One Line Good

"When people come in," says Keene, "we admit to them that we're

merely a purchasing agent for them. When they talk about price, I always ask them if they'd buy the cheapest suit, dress, or automobile. Why is it they always think that it's smart to buy the cheapest television set? That usually convinces them. It is important to talk about quality at this point. Many of the dealers let the price factor get them down, but we don't let it interfere with our chances for a substantial sale.

"Another reason why we prefer one good line is that it gives us a chance

for a better turnover. "Many dealers have a high inventory because each different line must have several models for display, as well as stock. If you have one line, you are certain to turn over the stock 10 to 15 times a year. That is the way to make money. We've done that, and there hasn't been a month since we started the store that we haven't had a good profit. Some people say that margins are low, and that television isn't a good way to make money, but, so far, we haven't had any trouble."

Zickler's didn't use any display advertising until they had been in business for 10 months. In fact, even now they use it only about once a week. In an active selling period they might use it two or three times weekly.

#### Free Guarantee

Additional help in showing the firm's interest in serving the customer well is the service and parts guarantee that they developed about a year ago. Keene discovered that people thought

(Continued on page 76)





**BOB SHELLEY LAUNCHES** the creation of a good television floor display, starting it by sketching out his ideas on the drawing board while a sales assistant gives advice.

## TEN RULES For Better TV Displays

**Bob Shelley, of Atlanta, Ga., says they help him sell \$175,000 worth of television sets annually.**

**W**ANT to sell more television sets. Then pay more attention to the displays which go into your store and window, says Bob Shelley of Atlanta, Ga. For the past 23 years, Shelley has been an advocate of display as an important factor in selling.

"With television, it's a natural," declares the Peachtree Street dealer. "Few appliances have ever been made which lend themselves better to a first class store or window display. And I firmly believe that display can be as great a help to selling television as advertising or demonstration."

Shelley has a good argument. He carefully and painstakingly works out every display which goes on his sales floor—and he sells approximately 800 television sets a year for an annual volume of \$175,000, a good 70 percent of his overall appliance business.

"I wouldn't say there are any hard

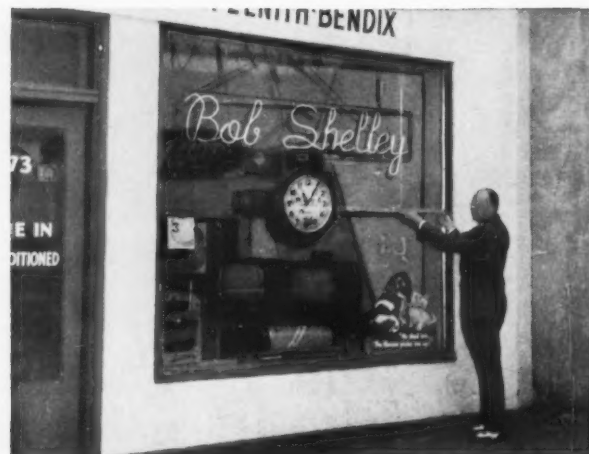
and fast rules for making floor display effective," says Shelley, "but there certainly are at least ten established ideas which the dealer can utilize to make his displays convert themselves into a magnet for the TV buyer's dollar."

The Shelley store is a small one, allowing room for only one major display and the dealer doesn't try to make it feature more. This display, which is changed about once a month, is therefore pretty important in the Shelley scheme. All of the ten points listed in the Shelley philosophy of display are evident in this floor exhibit and, according to the dealer, they are the factors which make a display a profitable investment.

Here then, are the ten display factors:

1. Displays should be planned. They should originate on the drawing or planning board, says Shelley, so that

(Continued on page 73)



**SHELLEY CAREFULLY** estimates how much of the display will be visible through his show windows. As this is an important point, he will construct the display so that every part of it may be seen by the passerby.



**INTO ACTION GOES** Shelley and his helpers. The display is constructed so that all types and models of television sets are included, yet none of the merchandise is crowded or dwarfed by the decorations and lettering.



**THE DISPLAY COMPLETED,** Shelley knows that it has eye-appeal and interest. By elevating the display two feet, customers are enabled to compare styles and operation of the sets at eye level.

# PRICE is RIGHT

The genius of Harry Price is not that he does things differently, but that he does the right things well. His merchandising, sales training, public relations and service follow accepted patterns so thoroughly that they add up to \$4-million a year for his six Virginia stores

By A. B. WINDHAM



**H**ARRY BORUM PRICE, JR., one of the best known men in the electrical appliance business, is a dealer's dealer.

His sales volume in 1952 will exceed \$4,000,000. His widely-copied system of employing and training salesmen is one of the best in existence. His sales practices, methods of financing, employee relations, promotions and other business procedures are generally regarded as models of efficiency.

Harry Price's story is an American success saga, beginning in the Thirties when he went to work in his father's small hardware store. When he became head of the firm in 1939, sales were around \$185,000 annually. Today, Price's, Inc., operates six stores, four of them in Norfolk, one in Portsmouth and one in Richmond, Va.

Thirty-eight top notch salesmen keep Price sales in the multi-million class. Approximately 150 other employees maintain the business at a peak of operating efficiency. Five warehouses and service shops back up the sales force.

Price is vice-president of the National Appliance & Radio-TV Dealers Association and has taken a leading part in its activities for several years. Last year, when he was just 40 years old, he was honored by Brand Names Foundation as "No. 1 Dealer in the Nation." He is in demand all over the country as a speaker at electrical gatherings—and for the very good reason that dealers everywhere want to know what makes Price tick. Scores of them have taken to visiting his Norfolk headquarters every year just to find out.

*On the following pages,*

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*"Electrical Merchandising"*

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*examines in detail the*

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*operations of Harry Price*

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## PRICE'S MERCHANDISING IS BUILT AROUND BRAND NAMES,

**C**ONTINUED association with brand names is one of Harry Price's major formulae for good business.

"The handling of exclusive lines, together with top service, is the only way to combat discount houses," says Price. "I don't believe the independent appliance dealer has a chance of building a lasting impression in the customers' minds unless he associates himself with the brand name, which already has prestige."

This practical approach to merchandising insures that the dealer will avail himself of all the know-how, the research and the time and talent which the manufacturer has put into the selling aids provided the dealer. Price points to his own experience in handling brand names only as one of his

foremost important business-getters.

"We have been exclusive Maytag dealers in the Norfolk area since 1926," he says. "We began handling the Kelvinator line in 1933 and have been exclusive dealers here since 1945, and we have handled Tappan ranges since 1936. Those are the lines with which we have associated ourselves and upon which we have built our business."

There is no such thing as a "discount for cash" nor a "cut-price sale" at the Price appliance stores. Every shop sells its products at list price. In order to do this, Price relies heavily on his salesmen's thorough knowledge of the product and on the service which he can guarantee with every appliance he sells.

Promotions are continuous at

Price's. Planning meetings are held every month by Harry Price, his store managers, his sales manager and his advertising manager. From these meetings come the ideas and plans which take shape and blossom into a promotion weeks later. It may be a cooking school, a range campaign, a contest on washers, a frozen food tie-in, a struggle between teams of salesmen to sell television, a heater sales marathon or any one of a hundred other promotional ideas which the best minds at Price's can develop.

### 375 Percent for Ads

Most notable promotion worked out by Harry Price is the "one day blitz". It is done only at infrequent intervals when business shows a lag or when the salesmen are not coming through

with steady business. On the morning of the blitz, Price, without previous warning, announces that every salesman in the organization will spend the day in the field closing sales. All sales, as they are made, are reported directly to Price, who remains at the telephone in his office until 9 p. m. Special prizes are awarded salesmen who report in a sale at previously chosen "lucky times". At the end of the day, Price stages a beer party for the salesmen, awarding other prizes of \$10 for the largest individual sale, \$10 for the greatest number of sales and \$5 for the salesman in each of his stores with the largest volume for the day.

Advertising is one of the greatest assets for new business in the Price merchandising plan. Price believes in



**GIVEAWAYS** of useful articles, presented to prospects who watch demonstrations, help Price's establish contacts, are one of many ways firm builds business.



**ONE-DAY BLITZES**, Price's original method for boosting slow sales, are unannounced, start with breakfast. Every salesman spends rest of day in the field.



**DIRECT MAIL** is mailed every month to old customers and new prospects to help Price's sales force.



**ADVERTISING**, usually created by ad manager Ellsworth Grumiaux, omits distributor-furnished material.



**CONTINUOUS PROMOTIONS** are the rule at Price's. This contest drew large crowds of registrants.



## LIST PRICES, GOOD PROMOTIONS, SALES INCENTIVE AND EFFECTIVE ADVERTISING

it to the extent that approximately 3.75 percent of his gross is invested in advertising annually.

"Our books show that more than \$107,000 was spent for advertising last year, exclusive of the contributions of manufacturers and distributors," says Price. "This amount went into newspaper, radio, television, billboard and direct mail advertising."

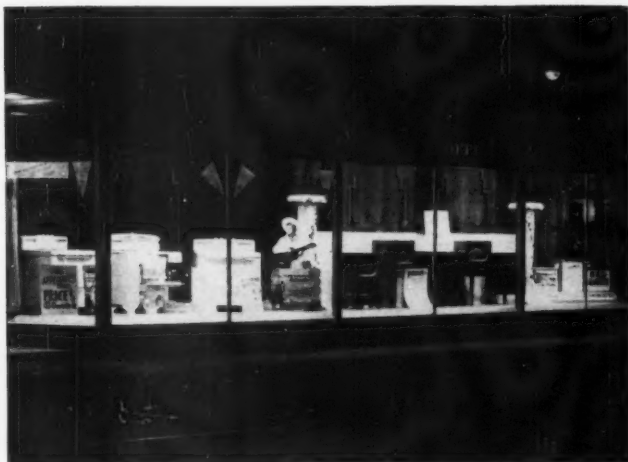
### Distinctive Advertising

Price advertising is not the hackneyed type which features a few cuts provided by the distributor and a lot of type. His advertising manager, Ellsworth Grumiaux, is an accomplished artist who frequently peps up a full page ad with a distinctive drawing illustrating some phase of the Price operation. In radio and televi-

sion, Price lays out substantial sums to tie up such events as election returns, football games and civic celebrations—wisely chosen broadcasts and telcasts which reach the greatest number of dial twirlers. The billboards which Price uses are not the usual side-of-the-road type, but are elevated on the tops of small buildings, usually located at prominent three- or four-way intersections and are three-sided so that they may be seen from any direction. His direct mail advertising is tailored to create an opening wedge for the salesmen, according to Grumiaux. It goes out to a selected mailing list at periodic intervals. Harry Price thus gets the most effective use possible out of the various types of advertising media which he employs throughout the year.



**HEAVY TRAFFIC** is generated by this collection station where customers may pay light, gas, and water bills. Station is responsible for many appliance sales.



**PROMOTIONAL TIE-UP** with one of Norfolk's largest banks gives Price a chance to use the bank's windows for display. Note the carefully placed signs.



**TOP BRANDS**, says Harry Price, are necessary if the list-price dealer is to beat discount houses and if he is to make a lasting impression on customers' minds.



**STORE WINDOWS**, like this one in the Portsmouth store, avoid elaborate trimmings, aim at focussing prospects' eyes on the product. Grumiaux supervises all.

(Continued on next page)



## SELECTION, TRAINING AND SOLID SUPPORT



**HIRING SALESMEN** is directly supervised by Price himself. His outstandingly successful system involves interviewing as many as 50 candidates for one job. Newspaper ads describing compensation system and employee benefits draw many applicants for openings on sales staff.



**NEW SALESMEN** undergo thorough indoctrination in basic techniques and products before they are allowed to sell. Every one takes a sales study course.

**H**ARRY PRICE regards failure in a salesman as a failure on his own part. The Price method of selecting, training, inspiring and compensating sales personnel gives him a stable sales force of ready producers.

He and his sales managers sometimes interview 40 to 50 applicants for sales jobs in order to get one or two good salesmen. Open advertisements in the newspaper which state the salary, commission, bonuses and benefits offered, bring in a good flow of contacts. The next step is the interview and screening process which will enable Price to size up the prospect's ability to make good on the job. Among the established questions which Price asks himself, as well as the job applicant, are: (1) Why does he want to get into the business? (2) Does he have competitive spirit? (3) Is he an extrovert? (4) Will he be able to close a sale? The interview is always double checked by a second official of the company and before the salesman is finally appointed he is given an intelligence test which reveals his mental and emotional balance and his qualifications for the job.

### **Sales Training Complete**

Price sales training is so complete that it provides each new man with every possible sales tool he will need. In his first week or so with the company, the new salesman undergoes a full study course on "How To Sell", he watches a series of training films

and refers to sales manuals in order to accomplish two goals—basic selling technique and full knowledge of the products he is to sell. During this period, he is supervised closely by Price or one of his store managers.

The salesman next begins to observe older salesmen in action on the floor of the store, or he accompanies them on canvass outside. When his indoctrination period reaches the point where he shows confidence, ability and sufficient product knowledge, he is assigned regular floor time and launched on his new career.

### **Meetings Are Emotional Tune-Ups**

"Frequent sales meetings are necessary to keep your salesmen in tune with the task at hand," says Harry Price. "Many operators misconstrue the reasons for daily sales meetings. Salesmen need constant emotional adjusting, and at sales meetings this need frequently becomes apparent. Then you have the opportunity to supply the adjustment and inspiration he will need during the day's work. Product story and selling techniques are important. However, unless the salesman is in the frame of mind to employ such training, what will come from it?"

### **Work Formula Followed**

Price has drawn up a work formula for his salesmen to follow every day and the procedure is drilled into each salesman until he follows it automati-

cally. The even dozen rules follow:

- (1) **Build user following.** Every salesman carries with him at all times a list of users and he is encouraged to call on names on this list at any time of the work day when he is not out on another specific call;
- (2) **Next door calls.** If he makes a call on Mrs. Doe, he is encouraged to call on her neighbors next door or across the street while there.
- (3) **Night calls.** Price insists on calls two nights of each week and encourages work on five nights;
- (4) **Minimum interviews.** Sixteen interviews a day is the amount Price believes it takes for a salesman to make a good living;
- (5) **Telephone interviews on the floor.** A minimum of four a day (interviews—not simple calls) is required of the floor salesman;
- (6) **Daily work report.** A plan of work and calls for the day is made out beforehand, showing where the salesman intends to go and what he plans to do;
- (7) **9:15 first interview.** Sales meetings end at 8:30 and the salesman goes right to work, eliminating the useless "coffee hour" of wasted time;
- (8) **Report in at 5 p. m. every day.** This gives a wind-up contact with the salesman and keeps Price in tune with his operations;
- (9) **Keener attention to floor traffic.** No sitting around on appliances, quick response as soon as the door opens, no allowing appliances to gather dust and specks;
- (10) **Stop calling on washed-up prospects.** If the deal isn't closed on the third call, forget it;
- (11) **Prompt follow-up on good prospects.** People who have made up their minds to buy want to buy right now; they don't want to wait;
- (12) **Cooperation on information on credit reports.**

The formula which enables Harry Price to sell \$4,000,000 worth of appliances a year. In return, his salesmen are well compensated. They receive a salary, plus commission, plus bonuses. Salesmen start at \$40 per week, plus two percent commission. After three months the salesman goes to \$45 and two percent, plus "incentive base pay", an additional \$5 per month salary for every \$500 sales over \$4,500. The bonus arrangement amounts to a payment of one percent for an annual production of \$50,000, one-half of one percent for \$40,000, and one-fourth of one percent for

## GIVE PRICE A STABLE SALES FORCE



**TRAINING** includes a period of watching experienced men work, going out with them on canvassing trips. This helps new man develop confidence and ability.



**NO COFFEE HOUR** is permitted at Price's. Salesmen are on the way to their first interviews at 9:15, find that early morning hours are most productive.



**IMMEDIATE ATTENTION** to all customers who come on the floor is a Price rule. Floor salesmen are also responsible for keeping the appliances attractive.



**SALES MEETINGS** at 8:30 every morning get Price salesmen pepped up for the day, are most valuable as emotional tune-ups. Selling techniques come second.



**SALES INCENTIVE** takes many forms at Price's, including bonuses, commissions, special prizes, and this banner, awarded each month to store with best record.  
(Continued on next page)





## PRICE'S RELATIONS WITH THE PUBLIC AND HIS EMPLOYEES GIVE



**NARDA V. P.**, Price is called upon to talk to dealer groups all over the country. Here, with president Mort Farr (left), he addresses group in West Virginia.



**HOUSE ORGAN**, Price's Prattler, helps maintain company spirit in diffused, six-store organization. Paper records all news and happenings in the company.

**I**N addition to his duties as vice-president of NARDA, Harry Price carries a load of civic responsibility on his shoulders that would stagger an ordinary man. He is president of the Retail Merchants Association of Norfolk, vice president of the Norfolk Service Men's Club, Inc., vice president of the Norfolk Community Chest, holds offices in the Optimist Club, the Norfolk Y.M.C.A. Board and the Association of Commerce, is a trustee of Norfolk Academy, and has a hand in almost every civic undertaking.

Harry Price's employees work under ideal conditions. After being with the company a year, they are eligible to participate in a profit-sharing trust which costs them nothing. The firm deposits 20 percent of its profits, before taxes, annually into the fund. Shares are left to accumulate interest for 10 years, at the end of which time the employee may draw out the principal and interest of his share or leave it to accumulate further interest. The fund, of which Price and two employees are trustees, already contains approximately \$150,000. Price employees carry group insurance, the benefits of which cover life, hospitalization, surgery, sickness and accidents. They also get overtime and vacation pay.

The spirit of camaraderie also is apparent in Price's employee relations. There are bowling teams for both men and women, frequent company outings to nearby resorts for employees and their families at company expense, and such standard get-togethers as Christmas parties. The company publishes a magazine for employees titled *Price's Prattler* with all the gossip, news and happenings of the month recorded.

"We try to do all that management is supposed to do—plus a little bit more," smiles Harry Price. "That includes listening to the employee's troubles and seeing that they enjoy their jobs."



**CONTACT WITH** employees, such as this visit by Price and vice-president Raymond E. Long to demonstrator, is factor in good relations.



**EMPLOYEE RELATIONS** go beyond the traditional annual Christmas party. Price

## STATURE TO HIS BUSINESS



**PUBLIC SERVICE** brings Price into contact with bigwigs like Norfolk's Mayor Duckworth.



bowls with workers, arranges frequent company outings, picnics, "family" parties.

## PICKED MEN RUN PRICE'S DEPARTMENTS

**HARRY PRICE** sums up the secret of his success as team work in all departments of his business. To maintain an almost perfect co-ordination between officials, salesmen, clerical employees, service men and other workers in his vast appliance empire, two things are absolutely necessary. These are top level planning and the execution of such plans. Price gets these two factors done by placing in top level positions men with ability and know-how-men who have risen to their present places from the ranks.

A Price planning meeting, held weekly, brings together the heads of the six stores, the advertising manager, Vice-President Raymond E. Long and Harry Price. As this planning meeting goes into session, every man present knows how much it is going to cost to open each store every day. He has in his hands a complete audit showing the amount and kind of appliances each store has sold towards its monthly quota, where each store stands on its monthly budget, the gross profits to date from both appliance sales and from service, and how much any store might be in

the red. The audit also shows, to the penny, how much money the firm has in the bank, the value of stock on hand and liabilities. There are no secrets among the top officials at Price's. Every store head and company official knows the possibility of—and has his say-so about—any planned expansion, increased inventory, addition to sales force or plans requiring more capital investment.

As the end of the month approaches, this planning meeting considers the quota fulfillment of the present month and prepares quotas for each of the six stores for the coming month. Inventory is reported by each store head, inventory needs or allotments worked are out and expense and sales budgets determined. Thus Harry Price and his top men actually plan an operating forecast based on factual data. This is what Price means by "team work".

"The advantage of planning meetings are obvious," says Price. "How do you know how much money to spend for advertising, if you have no judgment as to whether you are making or losing money until it's already made or lost?"



**FIRST TEAM** in Price organization includes quarterback Price and a backfield of store heads J. D. Hoddsen, R. E. Long, and E. L. Capps. In the line are store head J. B. Wood, TV service manager Case, president's assistant S. E. Quinland, ad man Grumiaux, sales managers Heard, Poteat, Etheridge.



**PLANNING MEETINGS**, held every week, bring top brass together to work out budgets, store quotas, allotments, promotions, inventory matters, sales problems. Company has no secrets within its ranks.

(Continued on next page)



## SERVICE BACKS UP SALES AT PRICE'S

**T**HE Price service department is a major part of the organization. Harry Price believes that the best possible service must be extended to the customer "because you can't survive on the first sale in this business, and if we didn't give good service, we wouldn't have future customers."

Price's, Inc., services everything it sells. The company does more than \$350,000 worth of service business annually—approximately \$115,000 of which is in television service alone. The policy of the firm is first to handle service work on the products it sells, then extend service to other products as it is able to handle them.

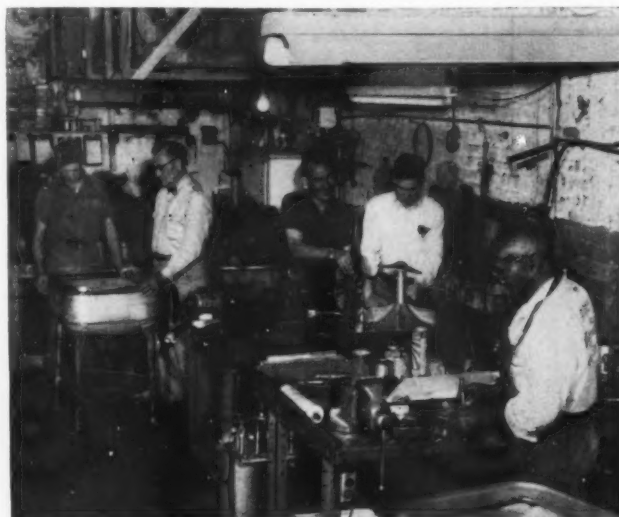
"Our service is important in backing up our sales," Price points out. "It is one of the big factors in permitting us to demand list prices for our merchandise."

Another way in which the service department backs up sales is through the operations of "Price's Booster Club", a service personnel organization. Its members are allowed three

percent on sales made from tips which they turn in on white goods and one percent on television tips. When a club member has turned in leads totaling \$3,500 worth of business, his wife gets a certificate worth \$25 in merchandise at Price's. When the total reaches \$5,000, he gets an overcoat or suit and \$10,000 brings him and his wife a free three day trip to New York with all expenses paid.

According to Harry Price, approximately 11 percent of his business in the Norfolk downtown store comes from the Booster Club source alone.

Price service men get top salaries, as well as time-and-a-half for overtime in excess of 45 hours weekly. Wages are paid weekly instead of on an hour or job basis, thus eliminating any tendency to "stretch", and assuring the customer he isn't being charged more than a job is worth. Price service men are mostly old timers with long experience. The department is headed by C. B. Flowers, a Price 22 year veteran.



**BIG SERVICE** department, spread over five buildings, is big business at Price's. Well-paid veteran technicians service everything which the company sells.



**TV SERVICE** department handles one-third of the firm's \$350,000 service volume. Workers get weekly salaries, plus overtime and bonus incentive pay.



**SERVICE COMPLAINTS** are infrequent, but when they come every effort, including the assistance of Price himself, is made to give the customer satisfaction.



**BOOSTER CLUB**, a system of bonus payments to servicemen who provide leads for sales, is credited with making 11 percent of sales in Norfolk store.

### POINTERS FROM HARRY PRICE

● "Unless we keep a very definite control over the investment in trade-ins, it is probably going to determine our profit and loss picture in the future. We can learn from the automobile industry, and let's hope we do learn, because that broke a lot of automobile dealers before they gave their trade-in investment proper respect."

● "If you put up with the coffee drinking business you have lost the best hour in the morning. Contacts are harder to make in the afternoon. Get your salesman to make his first interview at 9:15, and he will make 10 calls in that morning, unless he gets tied up."

● A shopkeeper will never make a successful appliance retailer. A shopkeeper allows economic and sociological forces to determine his destiny. An appliance retailer has the opportunity to combat adverse circumstances with ingenuity and sales power.

● "I am convinced that in this business you either grow or wither. If you don't nurture your business with new ideas and personal attention, you will stunt your growth."

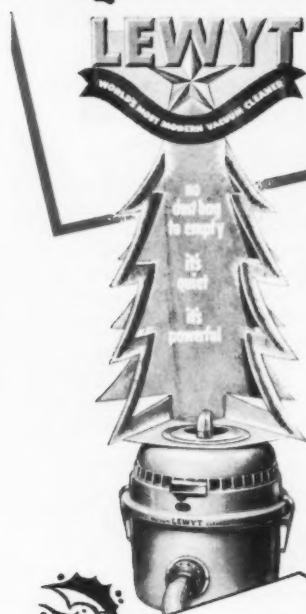
● Chart the future of your business, because if you don't know where you're going, it doesn't matter where you've been."



# LEWYT CHRISTMAS DISPLAY KIT

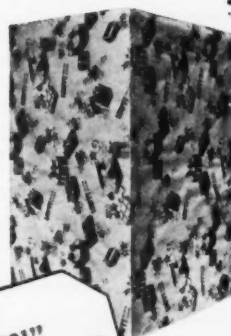
... helps you cash in  
on gift-buying traffic!

## 1 out of 4 Lewyts is bought as a gift!



**TOP O' LEWYT  
CHRISTMAS TREE DISPLAY!**  
Compact, eye-catching "silent  
salesman" for your floor or win-  
dow! In 4 rich colors on heavy  
board stock!

**3 LEWYT "GIFT WRAPS!"**  
Printed in handsome red and gold  
Lewyt holiday design! Just slip  
around carton, tape top! Appeal-  
ing in store display and under  
tree at home!



Listed by  
Underwriters'  
Laboratories

**DRESS UP YOUR  
MARKET PLACE!**  
Christmas Display Kit comes  
with instructions on how to  
arrange displays, how to run  
entire Lewyt Christmas pro-  
motion!

GUARANTEED SATISFACTORY BY  
Good Housekeeping  
AS SHOWN AS ADVERTISED THEREIN



DO IT  
with

# LEWYT

WORLD'S  
MOST MODERN  
VACUUM CLEANER

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. M-12, 60 Broadway, Brooklyn 11, N. Y.

ELECTRICAL MERCHANDISING—DECEMBER, 1952

PAGE 59

# APPLIANCE DEALER

NEWS ABOUT THE PEOPLE  
YOU KNOW AND  
THE PRODUCTS THEY SELL

# Neighborhood News

PRESENTED BY FAMILY CIRCLE MAGAZINE

## Leading Green Bay Appliance Dealer Startled by Family Circle Survey



### 2 OUT OF 3 APPLIANCE DEALERS PREFER LOCATION NEAR SUPERMARKET

In Family Circle's study, 161 appliance dealers all over the country were asked, "If you were to relocate your appliance store, next to which store in your neighborhood would you want to move?" More than 67% replied "supermarket and chain grocery". Almost everyone gave customer traffic as his reason.

The kind of customers who shop in supermarkets are the same people that appliance dealers depend on for sales. Family Circle magazine, sold in 8,500 stores of 14 leading grocery chains, is bought by the people whom neighborhood appliance dealers say are their best customers. No wonder appliance advertisers are finding Family Circle a profitable means of selling merchandise for appliance dealers everywhere.

### FAMILY CIRCLE BIGGEST SUPERMARKET MAGAZINE

Effective January, 1953 Family Circle will guarantee a monthly circulation of 4,000,000 copies, making it the nation's biggest supermarket magazine. Appliance advertising in Family Circle influences the appliance purchasing decisions of supermarket-shopping families in the neighborhoods around tens of thousands of appliance stores.

#### Family Circle is Sold in the Stores of these Leading Grocery Chains

Albers, American, Bohack, Butt, Dixie Home, First National, Grand Union, Hill, Jewel, Kroger, Red Owl, Safeway, Weingarten, Winn and Lovett.

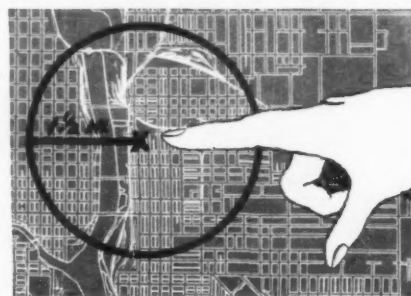
### Don Beno Finds Majority of His Customers Live Within 1½ Miles of His Store

Don Beno, experienced appliance dealer in Green Bay, Wisconsin, was very much surprised when he discovered that the great majority of his customers actually live within 1½ miles of his store. This was shown by Family Circle magazine's nation-wide continuing study among neighborhood appliance stores—a study which is trying to determine just where most customers live in relation to the appliance store.

Before Family Circle's interviewer began his study in Green Bay, Mr. Beno said he felt his best customers come "from everywhere within 30 miles of my store". Then, taking Mr. Beno's most recent sales checks, Family Circle researchers noted these customers' home addresses on a map of Green Bay. The results were eye-opening—more than one half live within 1½ miles of his store.

#### Study Shows Family Circle Readers Concentrated in Same Neighborhood

In the same neighborhood is a Red Owl supermarket where Family Circle is sold. A similar study was made of the housewife-shoppers who buy Family Circle magazine. The survey showed



that 85% of these Family Circle readers live within 1½ miles of Mr. Beno's store. This proves that Family Circle readers are concentrated in the same neighborhoods where Mr. Beno's best customers live.

Results of Family Circle's nation-wide continuing study among neighborhood appliance dealers show this same pattern of customer concentration. On the average, 3 out of 4 Family Circle reader-families live within 1½ miles of a neighborhood appliance store.

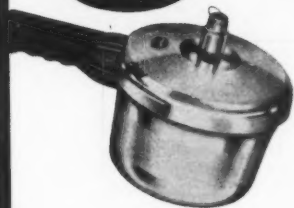
## Late News Bulletins

**Family Circle Has Biggest Appliance Advertising Year**—18 leading appliance manufacturers advertised their products in Family Circle in 1952. A 26% increase in pages of appliance advertising over 1951! Appliance manufacturers know that their advertising in Family Circle reaches the supermarket shoppers that appliance dealers say are their best customers.

**Jessie Bakker Will Show Family Circle Readers New Uses for Appliances in 1953**—Jessie Bakker, Family Circle's well-known home equipment editor, travels 30,000 miles a year interviewing Family Circle readers to find how they put appliances and equipment to good use in their homes. During 1953, she'll pass this information on to her 4,000,000 readers in a series of articles that will show them the outstanding features of all kinds of appliances and home equipment. Miss Bakker's articles, illustrated with color photographs actually taken in Family Circle readers' homes, are among the most popular features with Family Circle's 4,000,000 supermarket-shopping families.

**Many Appliance Advertisers Schedule Family Circle for 1953**—Even before the end of 1952, many leading appliance manufacturers have contracted to advertise in Family Circle in 1953. On the opposite page are shown the appliances advertised in Family Circle in 1952. Appliance dealers use the free display cards to merchandise these appliances to Family Circle readers.

**Presto**  
COOKER



*Magic Chef*

**LEWYT**



**AMERICAN  
GAS ASSOCIATION**

**WEDGEWOOD**  
automatic  **Gas Range**



**DEALERS PROFITED BY MERCHANDISING**

**THE APPLIANCES ADVERTISED IN**

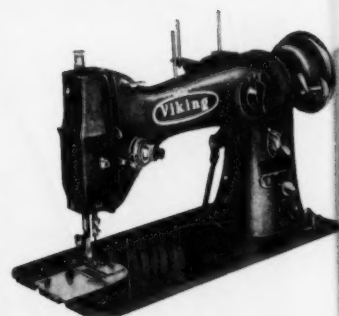
*Family Circle* **MAGAZINE IN 1952**

The forward looking manufacturers of the well-known appliances shown here used Family Circle in 1952 to carry their advertising messages into the homes of supermarket-shopping families who live in your own neighborhood.

When you merchandise the appliances advertised in Family Circle, you attract the attention of housewife-shoppers who buy Family Circle in the supermarkets and chain grocery stores in your neighborhood.

Appliance dealers all over the country say that Family Circle readers are among their best prospects and customers. So watch for the Family Circle ad every month in Electrical Merchandising, and send for the free displays that show the advertisements of appliances appearing in Family Circle.

**CONSOLIDATED**  
SEWING MACHINE CORP.



*Caloric*



**SPEED QUEEN**



**GENERAL  ELECTRIC**



**FILTER QUEEN**



**O'KEEFE & MERRITT**

**ANKER**  
THE PERFECT HOME SEWING MACHINE



**REGINA**



*Chambers*



# Did you know?

that **74%**  
**OF ALL FREEZERS SOLD\***  
**ARE EQUIPPED WITH**  
**Tecumseh**  
**HERMETICS**

It's true—74% of the freezers sold in 1951 (\*as reported by REMA) incorporated a Tecumseh hermetic compressor! This overwhelming acceptance by the freezer industry proves the superiority of the Tecumseh hermetic.

Lower price, better performance, greater capacity and lasting dependability are but a few of the reasons why the Tecumseh hermetic is preferred for low temperature applications. Our engineers will be glad to show you how the Tecumseh hermetic can save you time and money on your application.

Dealers too, will find that these facts present powerful sales arguments to convince customers that freezers equipped with a Tecumseh unit will give long, satisfactory service and reduce operating costs to a minimum.



**TECUMSEH PRODUCTS**

TECUMSEH, MICH.

*Company*

EXPORT DEPT., 2111 WOODWARD AVE., DETROIT, MICH.

## So You're Thinking of Opening Nights!

CONTINUED FROM PAGE 40

idiosyncrasies of another type of buying group. At this big naval base, says Harry Price of Price's, Inc., "The Navy men are heavy buyers and they like to shop with their wives at night."

Milwaukee, Wis., offers still another variation in shopping habits. Here the most popular days for night openings are Mondays and Fridays, selected because many of the big corporations pay their help on those days. Obviously, say Milwaukee merchants, the best time to sell people is when they have money.

### The Effects of Competition

Many appliance dealers have made it a practice over a period of years to stay open during the evening. Mort Farr, Upper Darby, Pa., retailer who is currently the president of NARDA, stays open every night until 10 and has been doing so for years. In his neighborhood people are accustomed to night shopping. He finds it worth while. But many dealers are being pressured into night openings because their competition is doing it. For example, says our southern editor, wherever Sears, Roebuck stays open until 9 p.m. on Fridays many dealers have automatically followed suit. A dealer in St. Louis, Mo., is staying open Mondays, Thursdays and Fridays because Sears is open on these days. Says F. W. Myer, sales manager of Hanenham Appliance Co., "It really is necessary to be open nights to meet competition; it is a sort of sales protection. As a result, there is a traffic increase, but no great volume increase."

A Sacramento, Calif., store stays open both as a matter of policy and "because it helps the downtown merchant like ourselves to combat the night openings in the fringe areas. But we are convinced it is necessary to the success of our store's operation. Added volume shows it pays. The day the store is open at night produces from 32 to 54 percent more than the day without night hours."

Unlike many merchants who maintain evening hours, this Sacramento outfit can at least point to an increase in volume. One big Connecticut dealer who has been a leader in his city for years stays open five nights a week because his competitors do. He calls his night business "plus sales", but admits nevertheless that he does not know if the night openings have done anything to increase his overall volume. He is not alone. Many others will confess to the same lack of knowledge. To an observer, the paradox is that so many will rush into night openings and maintain them over long periods of time without ever analyzing their benefits or disadvantages in terms of volume and profit.

### Employee Relationships

In some areas, at least, the trend to night sales hours is being retarded by the personnel problems which it raises. In general, stores that pay their men on a commission basis and which are not unionized have less difficulty extending sales into the evening than

stores which pay salaries or which must compromise with salesmen's unions. Similarly, husband and wife stores, where there is no labor problem, can stay open as they please.

In San Francisco, for example, Monday night is the traditional open night. There is no trend toward night openings in any but the husband-and-wife firms. The major obstacle is unions—which won't permit it. And, surprisingly enough, management is rather happy about it because it puts all dealers on the same footing and they can't compete with each other on salaries and working hours.

In sharp contrast is the approach of the sales force of a dealer in Palo Alto. He says he is going to stay open more evenings because the salesmen in his five stores "are demanding it and threaten to leave if the stores are not kept open."

Other stores that have tried openings have run into difficulties with their help. A Sacramento, Calif., dealer, for instance, tried night openings three separate times. Their report: "We don't think it pays. We don't believe we would get any business we wouldn't get the next day or some time later. . . . And it is not good for personnel relations. Employees don't like to have to come back to the store after a day's work. They want to be home with their families." This store does make a policy of opening by appointment and says that customers like this system because it gives them plenty of time and no interference. The salesmen like it "because they are pretty sure of a sale when some one goes to the trouble of making an evening appointment."

### "A Step Backward"

A Seattle dealer now stays open only on Friday nights because staying open every night was too much of a strain on his three salesmen and cashier and the additional income wasn't sufficient to warrant hiring additional personnel. Phoenix, Arizona, dealers claim that more than one night opening a week is a step backward and their salaried employees object, although commission salesmen want extra openings.

In St. Paul, Oskey Brothers, who pay a straight 12 percent, are open every night of the week and say that 65 percent of their business is written after supper.

A Cleveland dealer, open four nights a week, has split shifts for his sales staff. They have either the morning or the afternoon off so they can make calls or rest, but they all have to be on the floor at night.

Stores in Milwaukee which are open three or four nights a week usually compensate their salesmen with \$5 extra for each of the nights they work. In the big stores salesmen are divided into two shifts. One dealer spokesman, claiming that most of the salesmen in his firm do up to 25 percent of the week's business on the nights the store is open, says, "Where the

(Continued on page 66)

NOW IS THE TIME TO  
**Join the Alliance Profit Parade!**



**SOLD THE MOST  
 BECAUSE SEEN THE MOST!**

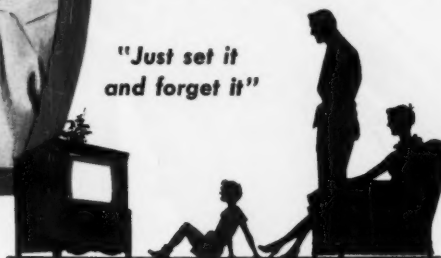


Deluxe Model HIR Automatic Alliance Tenna-Rotor

36 MILLION VIEWERS IN  
 13 MILLION HOMES AROUND  
 70 TV STATIONS SEE ALLIANCE  
 TV DEMONSTRATIONS

**—MEANS EXTRA  
 PROFITS FOR YOU!**

"Just set it  
 and forget it"



**PRE-SELLING Your Prospect  
 PAYS OFF!**

Alliance TV spots demonstrate, convince  
 —SELL!... They're packed with eye-com-  
 pelling action! It pays to push the line with  
 the least resistance — the most acceptance!

**FROM COAST TO COAST**

New products join the Alliance Profit Parade! The Alliance Cas-  
 camatic, automatic TV Booster with the famous "California Circuit"  
 is the latest profit maker added to the Alliance line.

Pre-tuned to all VHF channels, this 3-tube booster mounts on  
 back of set.

**ALLIANCE MANUFACTURING COMPANY • ALLIANCE, OHIO**

**Your head will pop right off  
when you see the**





your shoulders

# NEW BENDIX LAUNDRY APPLIANCE



Hold on to your heads, boys.

The new Bendix product that you've heard rumors about is real.

So real, it's in production now. Ready for your customers early in 1953.

As exciting as the first Bendix Automatic Washer. And as profitable.

Smart Bendix Distributors will be delivering the new Bendix product in January...to their best accounts *first* of course.

BENDIX HOME APPLIANCES Div. AVCO Manufacturing Corp.  
South Bend 24, Indiana





## In Chicago, it takes 2— and the payoff is terrific!

**BECAUSE . . .** Chicago has outgrown the power of any single daily newspaper to reach even half of your city and suburban prospects.\*

Today it takes two daily newspapers to reach a majority of the market—and for MOST net unduplicated coverage, one of your two MUST be The Chicago SUN-TIMES!

\*See your copy of the independent Publication Research Service study, "Chicago Daily Newspaper Coverage and Duplication, 1951," or write us for details.



# CHICAGO SUN-TIMES

CONCENTRATED WHERE MOST OF THE BUYING IS DONE!

**CHICAGO**  
Chicago Sun-Times  
211 W. Wacker Drive

**NEW YORK**  
Chicago Sun-Times  
250 Park Avenue

**LOS ANGELES**  
Sawyer-Ferguson-Walker Co.  
612 So. Flower St.

**SAN FRANCISCO**  
Sawyer-Ferguson-Walker Co.  
1213 Russ Bldg.

**MIAMI BEACH**  
Hal Winter Company  
9049 Emerson Ave.

**ATLANTA**  
Sawyer-Ferguson-Walker Co.  
821-822 William Oliver Bldg.

## So You're Thinking of Opening Nights!

CONTINUED FROM PAGE 62

boys work on a draw-plus-commission basis they are very happy over the whole thing."

Another way of keeping the sales force happy is used by a Connecticut dealer. Two salesmen work each night the store is open, but for each night they work they get one full day off.

### Character of the Store

No appliance has had a greater effect in encouraging night openings than television. During its pioneer days many stores kept open at night perforce because there were no programs available until after dark. Now established, it is one appliance in which the husband has an interest beyond the usual, "How much is it going to cost?" Consequently, TV shopping is often a family affair and families usually must shop either on Saturday or at night. Reflecting this pattern, a high proportion of the dealers who told ELECTRICAL MERCHANDISING's editors that they stay open evenings do so primarily because TV is one of their volume leaders.

A good example of this is Central Electric Appliance Co. of Palo Alto, Calif., the operation of which was described in the September and October issues of this magazine. For three years Central had its appliance and TV departments in different stores. The TV department was open every night, the appliance store open only one night. Recently, the two were combined in one big store which stays open five nights a week. As a result of the night openings, white goods sales have increased 25 percent; 50 percent of all TV sales and 25 percent of all white goods sales are closed during the evenings.

### Stay Open For TV

Portland, Ore., which recently got its first UHF TV station, is a good example of TV's influence on night openings. When the first big boom is over Portland will probably return to more normal operating conditions, but in mid-October nearly every appliance store in town was staying open two to five nights a week.

A Memphis, Tenn., dealer who does not stay open nights bows in the direction of television with the observation that it is the only appliance which would sell well enough during the evening to warrant staying open. A Nashville department store keeps its TV department open until nine every night, and, although appliances are for sale, the manager reports that few appliances are sold, while TV sells better than during the day. In Richmond, Va., most TV dealers stay open until nine, but few appliance-only dealers find it worth while.

Some of this tendency among TV dealers to stay open more frequently than appliance dealers must be attributed to the TV chains. Muntz TV, for example, has what appears to be a nation-wide policy of night openings and, says one editor, "Wherever

Muntz and one or two other '24-hour-a-day' boys move in, dealers get nervous and start thinking about staying open, just as a matter of competition."

Stores that don't stay open seem to have cogent reasons for their attitude. A prosperous New England dealer who stays open one night a week until nine, other nights until six, says flatly, "I think being open every night is nonsense in 90 percent of the towns. If you stay open one or two nights a week and advertise properly you get all the night business there is. Personnel turnover is tremendous in stores that stay open every night. I know one dealer who has had five complete sets of clerks in the year that he has been staying open nights. We always do a reasonable amount of business on Friday nights, but at least 50 percent of the sales are made then to people who have come in before."

At the other end of the country a Sacramento dealer explains his reasons for not opening at night like this: "In our district we have been established for years and years and have built up customers from grandfathers to grandchildren."

A different twist to the logic of days-only is applied by two Seattle firms which explain that they think they get more than their share of sales by being open Monday mornings when the night-openers are closed.

### "Not Enough Traffic"

One of the most frequently offered reasons for not keeping the store open at night is, "Nobody else in my neighborhood stays open, so I don't either."

Others offer the explanation that they make evening appointments either in the store or at the prospect's home. Some say traffic isn't sufficient to make night openings worth while. Like the Birmingham, Ala., dealer who says that night openings return him an extra \$2,800 to \$3,000 every month, the most enthusiastic supporters of evening sales hours are those dealers whose locations, operating methods or clientele make them profitable.

Of course, additional profit is the only reason why any store should open after five or six o'clock. Increased lighting costs are, according to most reports, about the only extra expense which would be incurred by smaller stores or husband-and-wife partnerships that have no labor problem. For bigger merchants the decision can involve much more in the way of incoming and outgoing dollars.

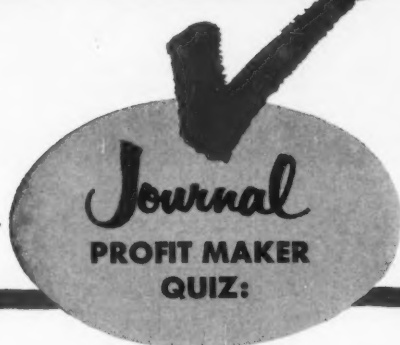
### Easy to Start, Hard to Stop

But any dealer should satisfy himself first that the increased strain on himself and his staff and any increase in overhead is going to be matched by a commensurate return in traffic and volume. Many dealers who have tried it caution that evening openings are not something to be rushed into headlong. As one puts it, "Once you've started staying open customers expect it and you're stuck with it." End

Mr. Harold Frankel, of  
Frankel Appliance Store, HUNTINGTON, WEST VIRGINIA, SAYS:



"WE MAKE IT A POINT TO FEATURE **JOURNAL** ADVERTISED PRODUCTS BECAUSE  
ALMOST HALF THE WOMEN WHO SHOP HERE ARE **JOURNAL** READERS!"



Chances are that any product regularly advertised in the Journal is already known to half the women in your neighborhood—already accepted by them, already jotted down on many a shopping list! In a nationwide survey of 70,012 women shoppers (2,885 interviewed right in electrical appliance stores) 47.7% said they read the Journal!

Over 4¾ million women buy the Journal every month  
...and many times that number READ it.

Are you making the most of  
manufacturer's advertising?  
How many of these Journal-  
Advertised products do you  
carry, display, feature?

AIR-WAY Sanitizer Vacuum Cleaner  
AMERICAN BEAUTY Electric Iron  
ARVIN Electric Irons  
ARVIN Electric Cook  
ARVIN Portable Electric Heaters  
BENDIX Washers, Dryers and Ironers  
BESSEN'S Automatic Dishwasher  
BROIL-QUIR Broilers

CALORIC Gas Ranges  
"COMPACT" & "REVELATION" Cleaners and  
"POLISH-AIRE" Polisher  
COOLERATOR Freezers  
COOLERATOR Refrigerators  
DEVILBESS Vaporizers  
DOMINION Appliances  
DULANE Fryrite and Coffryrite  
DULANE FRYRITE Deep Fryer  
EAST SPINDRIVER  
FARBERWARE Automatic Coffee Robot  
FARBERWARE Automatic Percolator Robot  
FARBERWARE Stainless Steel Cooking Ware  
FEDERAL VOGUE Enameled Ware  
FILTER QUEEN Cleaner  
FLETCHER'S CAN-WELL Canner  
FLETCHER'S ROASTWELL Roasting Pan  
FRIGIDAIRE Automatic Dryers  
FRIGIDAIRE Automatic Ironers  
FRIGIDAIRE Automatic Washers  
FRIGIDAIRE Electric Range

FRIGIDAIRE Refrigerators  
FRIGIDAIRE Washers, Dryers and Electric Ironers  
G-E Automatic Washers  
G-E Refrigerator-Food Freezer Combination  
G-E Triple-Whip Mixer  
HAMILTON BEACH Mixer and Mixture  
HARDWICK Gas Ranges  
HOLLYWOOD Barbecue Broilers  
HOOVER Cleaners  
HOTPOINT Automatic Dishwasher  
HOTPOINT Automatic Washer and Dryer  
HOTPOINT Electric Ranges  
HOTPOINT Refrigerators  
IN-SINK-ERATOR Food Waste Disposer  
INTERNATIONAL HARVESTER Refrigerators  
JOHNSON'S Wax Electric Polisher and Paste Wax  
KITCHENAID Dishwashers  
KITCHENAID Food Preparer  
LEWIS Stainless Cookware  
MAGIC CHEF Gas Ranges  
MAYTAG Washers and Gas Ranges

MET-L-TOP Ironing Table  
MIRRO Aluminum Utensils  
MIRRO-MATIC Electric Percolator  
NIAGARA Deep Massage Machine  
PFAFF Sewing Machines  
PHILCO Electric Ranges  
PRESTO Cookers  
PRESTO Cooker, Steam or Dry Iron and Deep-Fryer  
PRESTO Dixie-Fryer  
PRESTO Vapor-Steam Iron  
PRESTO Vapor-Steam Iron and Ironing Table  
REVERE WARE  
RID-JID Ironing Tables  
SETH THOMAS Clocks  
SILEX Steam Iron and Coffee-maker  
SUNBEAM Coffee-maker  
SUNBEAM Ironmaster  
SUNBEAM Marmaster  
SUNBEAM Toaster  
TAPPAN Gas Ranges  
UNIVERSAL COFFEEMATIC

UNIVERSAL STROKE-SAV-R Iron  
VERPLEX Lamps and Shades  
VIRING Sewing Machines  
VORNADO TURN-ABOUT Window Fan  
WEAR-EVER Aluminum Coffee Makers  
WEAR-EVER Aluminum Cooking Utensils  
WEST BEND Electric Ovenette  
WESTCLOX Clocks  
WESTCLOX Electric Alarm Clocks and Travel Alarm  
WESTCLOX Electric Clocks  
WESTINGHOUSE Electric Housewares  
WESTINGHOUSE FROST-FREE Refrigerators  
WESTINGHOUSE Iron  
WESTINGHOUSE Light Bulbs  
WHIRLPOOL Automatic Dryer  
WHIRLPOOL Automatic Washer  
WHIRLPOOL Automatic Washer & Dryer  
WHITE Sewing Machine  
YOUNGSTOWN Dishwasher  
YOUNGSTOWN Kitchens  
ZENITH Television



Ladies' Home

**Journal**

MORE WOMEN BUY THE JOURNAL THAN ANY OTHER  
MAGAZINE THAT CARRIES ADVERTISING



Santa Ana *Thor* dealer

# Discovers Big Sales Stimulant

**in a laundry cart!**

Ted Jessee  
Ted Jessee Appliance Co.,  
Santa Ana, Calif.



**Try this quiz on your  
Thor distributor's salesman**



Win this sterling silver signature  
tie clasp with *your own* name  
if you stump him!

**QUESTION**

**1** What are the features of the new Thor Wringer line?

☐

**2** What is the true market picture on wringer washers?

☐

My Name \_\_\_\_\_  
Firm Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_  
My Thor distributor's salesman's name is \_\_\_\_\_

Thor Corporation  
Chicago 50, Ill.

Send me that sterling  
silver signature tie clasp  
with *my own* name! I  
stumped my Thor sales-  
man!





One day in early spring, Ted Jesse ran across a premium item that looked like a "natural" for a washer and dryer promotion. It was a fine laundry carrying cart (retail value \$5.95) and a quick check with Emmett Lenihan, Sales Manager of Thor Distributor, Kierulff & Co. confirmed the wisdom of the idea.



Jessee went right to work, enlarged the idea into a "Washing Clinic" and in big-space newspaper ads in The Santa Ana Register made this offer: "Bring in your washing to our store. We'll wash it in the new Thor Automatic, dry it in the new Thor Dryer, and give you this \$5.95 Laundry Carrying Cart—FREE!"



Every washing and demonstration was done by appointment only. Jessee soon discovered that he had a choice "captive audience": The woman who was watching her own laundry being washed in the new Thor Automatic! Demonstrations were done one at a time—with full concentration on one interested prospect.



With subtle showmanship, Jessee would transfer the damp-dry clothes from the Thor Automatic right into the waiting Thor Automatic Clothes Dryer. There was plenty of time to answer all questions that Mrs. Prospect had in the back of her mind—as each washing demonstration took up one full hour.



At the conclusion of each demonstration, the fluffy-dry clothes were removed from the Thor Automatic Clothes Dryer and placed in the free laundry carrying cart—which was then and there given to the prospect. A total of 6 such demonstrations were made each day to 6 live prospects.



How effective Jessee's promotion was can be measured in very tangible sales results. During the 14-day promotion, Jessee closed 50% of the prospects who came into his store for demonstrations! He actually SOLD 42 THOR AUTOMATIC WASHERS and 9 THOR AUTOMATIC CLOTHES DRYERS at a premium cost of only \$2.50 each!

## \$25<sup>00</sup> REWARD

for your successful Thor selling story!

**Thor Franchise Dealers, Attention!** Thor Corporation will pay \$25 each month, until further notice, for the most interesting and unusual stories of success in selling Thor

Washers and Dryers. If you have a story, we'd like to feature you. Just give the story to your Thor Distributor's Salesman—he'll handle the details from there on in.

**Thor** CORPORATION, Chicago 50, Illinois

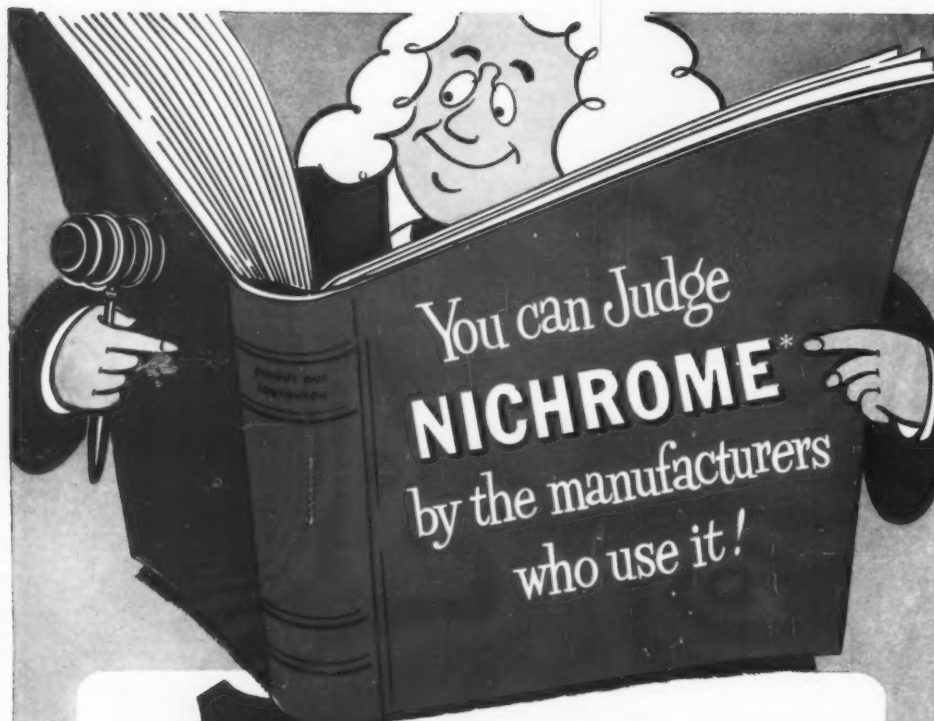


Automatic, Spinner & Wringer Washers • Dryers

ELECTRICAL MERCHANDISING—DECEMBER, 1952

P. S. Here is Western Division sales manager, C. D. DuBois handing over the well-deserved twenty-five bucks to Ted Jesse for a spectacular Thor selling job. Don't forget, Mr. Thor Dealer, we'd like to do the same for YOU. Let's have your selling story next!





**UNIVERSAL**

**Says Landers, Frary & Clark,  
"there is no substitute"  
for Nichrome alloy**

"Appliance design and test engineers know that the heart of any electrically heated appliance is the heating element. For this reason, Landers, Frary & Clark engineering staff has always been most particular in specifying high-quality resistance wire for their products.

Our experience with Nichrome wire, over approximately the past 40 years, has proven that there is no substitute for this material. Our Field Service records actually show the life and durability of Nichrome heating elements to be such that returns are less than 1/10th of 1%. Nichrome, in fact, has eliminated any doubt as to dependability and performance. Our engineers all agree this outstanding alloy has no equal."

The above is quoted directly from a report by the superintendent of quality control. Forty



The new UNIVERSAL  
"Cook-a-matic" Waffle Grill—  
grills, bakes, toasts, fries.

years of proven service! Less than 1/10th of 1% returns. No wonder UNIVERSAL electrically heated appliances make close friends of homemakers all over the country!

And that's *your* cue... for customer satisfaction is the surest way to increased sales, more money in your pocket. It will profit you tremendously to be able to offer heating elements of Nichrome in all the electrically heated appliances you handle.

Nichrome\* is produced only by

**Driver-Harris Company**  
HARRISON, NEW JERSEY

BRANCHES: Chicago, Detroit, Cleveland, Los Angeles, San Francisco

In Canada: The B. GREENING WIRE COMPANY, Ltd., Hamilton, Ontario.



\*T.M. REG. U. S. PAT. OFF.

**MAKERS OF THE MOST COMPLETE LINE OF ELECTRIC HEATING, RESISTANCE, AND ELECTRONIC ALLOYS IN THE WORLD**

## They're Riding the Range

CONTINUED FROM PAGE 43

day has ended and the rancher and wife are available to give proper time and consideration to the appliances.

Covering the prospects is no easy job physically. Few of the ranches are on main highways. It is not unusual in the Southwest to see a sign by the side of the road indicating "So-and-So Ranch, 15 miles", with an arrow pointing off along a primitive dirt road that disappears into the ground haze as it winds over the wasteland, through canyons and around mesas. Hicks and his salesmen must follow these roads. But the truck is usually lighter as it makes the return trip to the highway because a free trial will have been arranged for one of the appliances or the sale will have been negotiated and closed on the spot.

### Free Trials To All

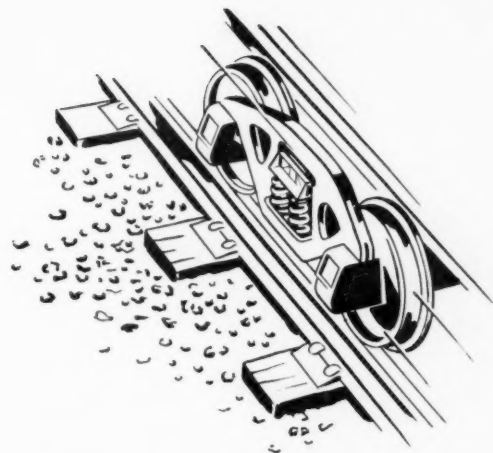
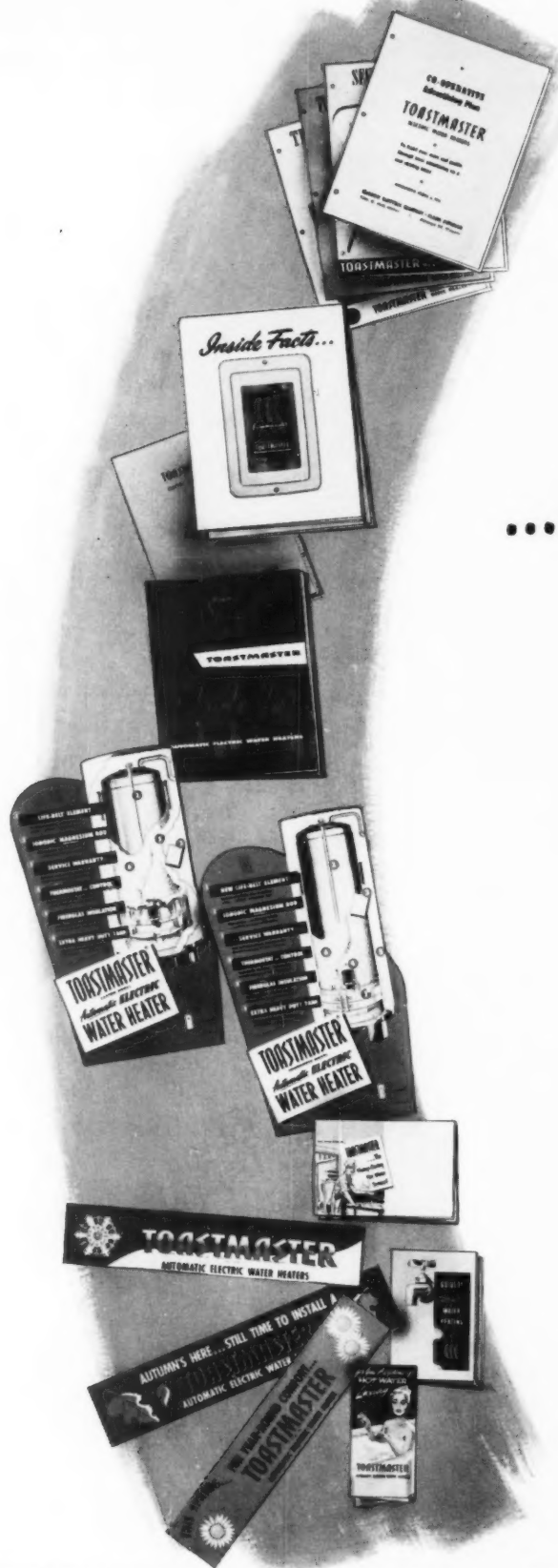
Hicks seldom hesitates to leave an appliance on a free trial. He knows that the ranchers and their wives are cautious buyers, but that a period in which they get experience in using the appliance will make its utility value sell it. And there is little formality in leaving the appliance. A credit investigation, etc., would be both silly and impossible at such a time. Hicks know the ranchers are not going to skip out, leaving hundreds of head of cattle, just to get a washing machine free. Furthermore, in today's market, these ranchers are very much on the prosperous side.

In that area, so sparsely settled that it was easy for the government to take a section of the state for an atom bomb test, the problem of food and shelter are ever present. Of course, carrying a canvas water bag on the truck is as essential as a bottle of aspirin to the city dealer. Food, however, is a necessity that solves itself, even if Hicks or his salesman do not pass a restaurant for days. They can carry their own food, but seldom would it be necessary because they are bound to be visiting a ranch around dinner or supper time, showing their appliances. It is a matter of custom for them as visitors to sit down and join in the meal the rancher and his family are having. The offering of the meal, and the acceptance of it, are part of the regular human relations in that area—and neither has a connection with or implies an obligation toward the buying or selling of the appliances.

### Ready for Anything

Besides the Anglo-American ranchers, another virgin territory is reached by Hicks' truck tours—the remote agricultural villages, the largest of which has only 500 meters. In these villages, populated almost 100 percent by families of Spanish descent, most of the homes now getting REA power are of adobe construction. And then, of course, Hicks has in the town of Socorro the normally-balanced market of any community of that size. End





## ....to keep your gravy train ROLLING!

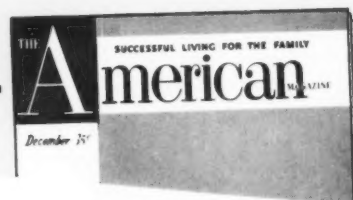
There's a carload of promotional fuel designed to keep your gravy train rolling! First, as a Toastmaster Water Heater dealer, you have a liberal Co-operative Advertising Plan available for your use . . . to help you reach prospects through your own local newspapers or radio stations. You can reach a still greater number of prospects with direct-mail sales helps. Too, there are colorful, modern catalogs and other point-of-sale units, powerful displays, and the well-known Guide to Economical Water Heating. Take advantage of these fine promotion materials . . . to help you sell your share of this year's water heater market. Your Toastmaster® Water Heater distributor can give you details . . . or write to the address below for further information.

# TOASTMASTER

**AUTOMATIC GAS AND ELECTRIC WATER HEATERS**

McGraw Electric Co. • Clark Division • 5201 W. 65th St., Chicago 38, Ill.

2,500,000 FAMILIES, INCLUDING YOUR  
BEST PROSPECTS AND CUSTOMERS,  
WILL SEE THIS DEEPFREEZE AD IN...



THE GIFT YOU'LL ALWAYS ENJOY OPENING!



New Deluxe Upright  
Deepfreeze Home Freezer

*Deepfreeze Home Appliances*

Back Cover  
of the  
American  
Magazine  
for  
December,  
1952

## Ten Rules For TV Displays

CONTINUED FROM PAGE 50

the dealer will have a working idea of the exhibit he wants to create. By sketching out his ideas, the dealer can have balance, beauty and eye-appeal.

"He can also avoid that cluttered-up look which makes so many floor displays a useless jumble of merchandise," declares Shelley. "A good display must be fitted to the size of the store, with table and console models preferably on the eye level so that the customers may compare styling and operation qualities. It makes all the difference in the world to elevate sets in a TV display two feet."

2. Displays should tell a sales story. "What you show the shopping public is simply a question of silent selling and nothing else," says Shelley, "so your display should be a silent salesman that says much."

An adequate selection of models and styles should be offered to the customer by this silent salesman and the customer should be able to visualize the set just as it might appear in his home. What the floor salesman has to say simply will emphasize and accent the set as it appears to the eye.

3. Display should be tied in with advertising. Shelley advertises extensively in the daily newspapers and over radio. In each of these ads he stresses Zenith and RCA television sets, the lines he handles, and his displays supplement the advertising.

"Customers continually hear about the Zenith and RCA dealer and go looking for him. The minute he passes within a hundred yards of my shop, he sees my window and floor displays which literally yell at him 'Here is the Zenith and RCA dealer you've been hearing about,'" says Shelley. "There should be no question about what you're selling, in the contents of your display."

### Appeal To 'Em All

4. Display should appeal to all classes of buyers. This is another way of saying that variety is pretty important in a display. It should contain inexpensive merchandise as well as expensive, says Shelley, so that it gets the eye of the carriage trade as well as the low income buyer. Since TV is a big favorite with children, the display might well contain features which will appeal to the youngsters as well as the grown-ups.

"Many a young Hopalong Cassidy has been responsible for selling his parents on the idea of buying a TV set," the dealer declares. "It doesn't hurt a bit to include in the display something that catches the juvenile eye and holds on to it."

5. Display should be simple. If the television sets the dealer is showing are lost in a maze of signs, ribbons, satin cloth, streamers and doo-dads, they might as well not be displayed, Shelley asserts.

"The display should both complement and compliment the product instead of dominating it," he says. "If a display is over-elaborate, its effect is lost entirely. It might pretty up the store but it won't sell TV sets."

6. Display should be functional. As long as you're showing your product to the best advantage you might as well put it to work, Shelley feels. Models and sets included in the television display should be hooked up and ready to demonstrate to the customer whose attention has been arrested.

"He stops and looks at the set and his next impulse is to touch it, click on a dial, twirl the receiver. When he does, he ought to get a buzz, a light or a picture. Next thing is that he's tuning it and the dealer is on his way to a sale," says Shelley. "The customer pretty soon loses interest in a dead display."

7. Display should be harmonious. The dealer who puts up a display with a yellow background when the walls of his store are a dull tan, is nullifying all his efforts before he gets started, according to Bob Shelley.

A heavy clash of colors, a dull arrangement of merchandise, or poor lighting effects have ruined many displays which might otherwise have been pretty effective, Shelley believes, and the dealer can do a lot to prevent these faults by a little study and concentration as he goes along creating the display.

### Cleanliness Is Important

8. Display should be easily cleaned and well constructed. "If there are lots of nooks and crannies into which dust and dirt filters, and they can't be reached with a cloth, broom or duster, pretty soon you have a tired, worn-looking display," says the Atlanta dealer. "You should build your display so that it can be cleaned easily and frequently. Drapes and ribbons are big offenders in this respect and should be given special attention. There are few things worse than a fly-specked, dusty or dingy display. The supports and cardboard surfaces of the display can be reinforced, too, so that they won't become frazzled or dog-eared."

9. Display should be timely. Shelley points out that some dealers will allow a Christmas display to remain in place until early February. "This is just plain laziness on the part of the dealer," he declares. "A good display takes advantage of current happenings and is changed frequently enough to keep up with them. Why should a display have a picture of a family contentedly listening to television before a roaring fire-place, while your customers are actually suffering in 100 degree weather?"

10. Display should be concentrated on the product it is designed to sell. When Bob Shelley puts up a television display, it contains nothing but television sets or television paraphernalia. Ranges and refrigerators have no place in it.

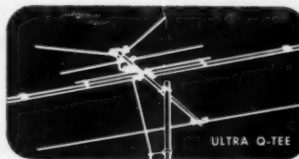
"Nor can you have an effective display that is cluttered up with electric housewares," he says. "Just because there are a few open spots in it, there certainly is no reason to stick a toaster, an iron, an electric fan or a pressure cooker into these spaces. These detract from the overall design and cause the customer's eye to wander. End

## performance proven!



\*Lic. A.A.K. Pat.  
2,422,458;  
2,282,292;  
2,611,086;  
others pending.

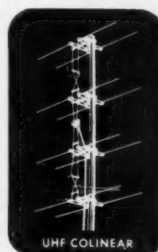
Vee-D-X takes the lead in UHF antennas—just as it did in VHF. Whatever the area—single channel, multi-channel, combination UHF-VHF, primary or fringe—there's a performance proven VEE-D-X antenna or combination of antennas that will provide brilliant reception. All Vee-D-X antennas for UHF were developed and extensively field-tested with the experimental UHF transmitter (KC2XAK) located at Bridgeport, Connecticut (since 1949)—and only 60 miles from the Vee-D-X development laboratory. So, be safe—be sure with Vee-D-X UHF antennas.



### VEE-D-X ALL-CHANNEL UHF-VHF ANTENNAS

The Ultra Q-TEE and its new companion, the Ultra Q-TEE Suburban, combine both UHF and VHF into a single antenna using a single transmission line. Both contain eight patented\* printed circuit channel separators. The Ultra

Q-TEE is designed for primary areas and will receive all channels (2-83) VHF-UHF. Lists for \$14.25. The Ultra Q-TEE Suburban is designed for all-channel VHF and fringe area UHF. Lists for only \$17.60.



High gain all-channel fringe area antenna. Considered by a leading TV set manufacturer as the finest UHF antenna yet perfected. Rugged four-bay construction of solid aluminum elements with fiberglass cross arms. Also in side-by-side stack. List \$11.10.



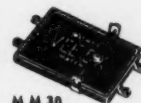
Rugged, efficient 12-element UHF Yagi for primary and fringe areas. Delivers powerful 14 db gain. 60 mc. band width. Solid aluminum elements. Tough-as-steel weather-proof fiberglass boom. List \$7.65.



All-channel primary area antenna. Excellent broad band characteristics. Supplied as a straight UHF antenna or with Mighty Match for use in combination with a VHF antenna using a single transmission line. The "V" lists at \$2.75.

### THE MIGHTY MATCH IS MIGHTY IMPORTANT TO YOU

Provides a most efficient method of combining VHF-UHF antenna systems with a single transmission line. Entirely automatic in action. Employs new printed circuit filters. List \$4.00.



M M 30

### FREE!

### UHF ANTENNA GUIDE

An authentic guide to UHF antenna systems. Tells how, what, and where for every area. Mail coupon for your copy.



THE LAPOINTE-PLASCOMOLD CORPORATION  
Rockville, Connecticut  
Gentlemen:  
Send ..... copies of your UHF Antenna Systems booklet.  
NAME .....  
ADDRESS .....  
CITY ..... ZONE ..... STATE .....



# Hot Christmas Promotion



**MODEL CU-11, CAPACITY 11.2 CU. FT.  
HOLDS MORE THAN 392 LBS.  
OF ASSORTED FROZEN FOODS!**

**ONLY DEEPFREEZE GIVES YOU:**

- The "Freezer-Shelf Door"! • The "Freezer Basket"!
- Color Styling! • Modern Kitchen Design! • Super-Quiet Operation!
- The Name and the Freezer that are easiest to sell!

## ★ Back Cover of American Magazine!



Better than five million people—both men and women—will see this big, beautiful ad on the back cover of American Magazine for December. It's in gorgeous natural color, headed "The gift you'll always enjoy opening—the New Deluxe Upright Deepfreeze Home Freezer!"

## ★ Tie-in Newspaper Ads for Dealers!



This 600-line newspaper ad, similar to the American Magazine ad but containing more detailed "sell," is ready for you to run. Similarity of design will have double impact on readers. Also included is a special Christmas ad on the profitable Refrigerator by Deepfreeze.

## ★ Radio "Spot" Announcements!



One-minute announcements on the new "Upright" for you to run on your local radio station. 15 seconds provided for your name and address. These "oral" messages will impress prospects, who also see your newspaper ad, that you really want their business!

# on the Sensational New Deluxe UPRIGHT Deepfreeze Home Freezer!

Newest addition to the world's most complete line of home freezers!

## Chest-type Deepfreeze Home Freezers



have revolutionized home-making for thousands of women. They are the pioneer home freezers, and are far ahead of the field in every way because of the incomparable experience behind them. The Deepfreeze Home Freezer line is now, as always, the world's most complete. The new deluxe upright model has all the qualities of these famous chest-type models, which are made in 7, 13, 17 and 23 cu. ft. capacities.

## Deepfreeze Home Appliances

Only genuine Deepfreeze Home Freezers, Refrigerators, Electric Ranges and Water Heaters may bear our registered trade name "Deepfreeze." They are made only by Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Illinois. © 1952. Deepfreeze Home Appliances also available in Canada.

### Ask about the new Deepfreeze Food Protection Plan

#### ★ Gabriel Heatter Coast-to-Coast!



The Deepfreeze national radio program will also play a big part in the December promotion. It features Gabriel Heatter on more than 530 Mutual stations every Thursday evening at 7:30-7:45 E.S.T. 2 to 4 Deepfreeze dealers are identified in each city on each program.

#### ★ Post Cards Ready to Mail!



In the promotion package are specially printed Christmas greeting cards for mailing to your "top" prospects. You merely stamp your imprint, address them and mail. This personal follow-up of your other promotion efforts will bring in additional buyers.

#### ★ 3 Colorful Window Banners!



Street traffic will be attracted to your store by these three impressive banners. A few strips of tape attach them securely to your windows. They are beautifully printed in traditional Christmas colors, red and green. Large piece is 59" x 20", smaller pieces are 29" x 21".

The Deepfreeze monthly "packaged" promotions have met with an enthusiastic reception from dealers in every corner of the U.S.A.—but this new Christmas promotion tops 'em all for news value and appeal!

The newspaper ad, banners, post cards and radio spots are for your own local campaign, whereas the beautiful ad in *American Magazine*, and the Gabriel Heatter program coast-to-coast, gives you a great national campaign to tie in with!

Product-wise and promotion-wise, Deepfreeze is the hottest name in the appliance business today. If you're a Deepfreeze dealer now, you know the effectiveness of Deepfreeze local promotions. If you're not, get in touch with your Deepfreeze Distributor today! 1953 will be the biggest promotion year in Deepfreeze history!

# BIGGER PROFITS—WITH BETTER TV!

The biggest news in the television industry continues to be the profit story of TELE KING Inc., of 601 West 26th St., NYC. The line that is setting the pace proudly features, "The Biggest Markup In The Industry". Nor is Tele King content to stand solely on that money-making facet of its TV sets; to add impetus to the sales picture Tele

King has issued, to the trade, a "sales-pitch" booklet entitled the Golden 5 Minutes. The Golden 5 Minutes is a factual booklet that presents the most exciting story in the television industry, Tele King's quality-value story. There are other fine features of this fast-selling TV set, one of which is the finest engineered tuner in the indus-

try—with less moving parts than on any other set. This means that there are less parts to get out of order and consequently less service calls for the dealer. These big factors all add up to the big money-making Tele King profit story . . . a story that shows how to make *profits* that are *profits*, and not peanuts.



## You're not in Business for Peanuts!

You're entitled to a decent profit—and you can get it with Tele King for two mighty good reasons!

1. Biggest mark-up in television.
2. The Golden 5 Minutes!

We're not being mysterious. The Golden 5 Minutes is a *sales pitch* that may change your entire *sales outlook*. It shows how to present Tele King's *quality-value* story—the most *factual* in television!

Send for this valuable free book  
—it's loaded with selling ideas! ➔

## Tele King

THE BEST IN TELEVISION AT ANY PRICE

TELE KING • 601 WEST 26TH STREET, NEW YORK 1, N. Y.

VISIT OUR EXHIBIT AT THE WINTER FURNITURE MARKET JAN. 5th & 6th, SUITE 505 A, THE CONRAD HILTON HOTEL, CHICAGO.



### BEST ENGINEERED TUNER IN TELEVISION!

*Less moving parts than  
on any other—less parts  
to get out of order!*



YES—send the Golden 5 Minutes

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

## Big TV Volume

CONTINUED FROM PAGE 49

they know a lot about everything. But when it came to electronics, they admitted their knowledge was sparse. Hence, the customer would call up for service at the slightest difficulty.

With every sale Zickler gives a free guarantee for parts and labor for a full year. No charge is made for this service. However, in order to eliminate continual calls when people only think something is wrong, Zickler's charges a flat \$5 for traveling to any place in Marion County. However, they don't charge the \$5 if people want to bring the set to the store themselves.

### Large Screen No Problem

"People usually come in asking for some special brand, and want a large screen," says Keene. "But the funny part of it is, most of them ask for some well-known brand only to make conversation. Then, after they look at some sets, they decide that our brand is good, but feel that the large screen won't fit in their little living room after all. We've discovered a gimmick to beat that. We suggest that they sit down and make the six-foot test. In other words, let them see a 20-inch set with a tape measure attached to the set and a chair. Then they can see how well they can watch at close distance.

Another important gimmick that has made sales stick is quick delivery. Keene discovered that when a set wasn't delivered for a day or two, the prospect often would call up and cancel the order. So, they make deliveries as soon as the set is sold. In fact, sets go out so fast that on several occasions the delivery man has arrived at the home before the customer.

Over 70 percent of sales results from evening traffic. That is when the delivery program can insure the sale. People often change their minds overnight, Keene found out, so delivery begins as soon as the prospect says, "I'll take it."

To survive in the television market, Zickler's believe that they should always look at the bright side of the picture when times may seem bad. Traffic is very good despite the location. They still close the majority of all prospective sales, but have people believing they bought and were not sold with a high pressured sales talk.

"People are looking for entertainment, not price and a lot of chit chat," Keene concludes. "Zickler's is prepared to give them that." End

### All the Dope

Just about every available bit of information there is on appliance and radio-TV sales, saturation, marketing, and outlook will appear every year in the January issue of

ELECTRICAL MERCHANDISING



3 Good Reasons  
for a  
Merrier Christmas and a  
Happier New Year for

**NATIONAL Presto**  
REG. U. S. PAT. OFF.

RETAILERS AND THEIR  
CUSTOMERS!

**Presto COOKERS**  
... outsells all other brands combined!

**Presto Deep-Fryer**  
... leader in its field!

**Presto VAPOR Steam Iron**  
... most amazing steam or dry iron ever invented!

**NATIONAL PRESSURE COOKER COMPANY**  
General Offices and Factory: Eau Claire, Wisconsin  
Branch Factories: Los Angeles, California; Wallaceburg, Ontario, Canada

UL  
Guaranteed by Good Housekeeping  
RECOMMENDED BY PARENTS



## THESE NEW **Cadillac** FEATURES WILL

*capture the Christmas Trade*

- NEW** disposable dust bag
- NEW** "floating brush" floor nozzle
- NEW** color — silver grey Hammerloid
- NEW** "snap back" handle
- NEW** toboggan-type runners
- NEW** bayonet locking device on attachments
- NEW** simplified filter

**AND** 2-speed control: HIGH for deep-down cleaning; LOW for delicate fabrics.



Easy to demonstrate — profitable to sell

**Because** . . . Cadillac offers homemakers the latest and best features — features that add up to fast, thorough, easy home cleaning.

**Because** . . . Month in, month out, Cadillac vacuum cleaners are advertised in leading magazines — presold to prospective buyers in your immediate sales area, through the pages of WOMAN'S HOME COMPANION, AMERICAN HOME, FARM JOURNAL, AMERICAN MAGAZINE and SATURDAY EVENING POST.

**Because** . . . Cadillac's liberal discount policy gives dealers more profit per unit.

Start your holiday profits rolling now. Write for complete information about the Cadillac line.

**CLEMENTS MFG. CO.**

Dept. A, 6666 S. Narragansett Ave., Chicago 38, Ill.



**MODEL 143A**  
The famous Cadillac "upright" Model with beating, sweeping brush; 2 speeds.

For more than 40 years, sold only by reliable dealers and distributors.

## Two Plans for Outside Selling—1

CONTINUED FROM PAGE 46

p.m. and wind up about midnight. The initial part of the Thursday night session is yielded to distributor and factory representatives for the purpose of adding new material to the salesmen's product story.

Only request Kahn makes of these gentlemen is that they omit the nut and bolt story. Nothing, he contends, bores a customer more than a protracted discussion by a salesman on the technical aspects of a product. Proper demonstrations, emphasis on notable features of a product, and the reputation of the manufacturer are points he encourages the men to stress.

He adds: "In answering questions with a mechanical slant, I insist my men make frequent reference to specification sheets. It is essential that every man carry spec sheets on every product handled. They are an invaluable sales tool.

"The material is well-classified and easy to find. It is worked up by professionals who have anticipated the questions posed by the average customer on a specific product. A salesman who has been on the job only one day can sell like an old-timer if he uses his spec sheets properly.

"I don't want my men guessing or dreaming up answers to questions," he says. "It's all in the spec sheet, I tell them. If it's television they're pushing, the spec sheet provides all the dope on cabinet design, controls, video, audio and what it is approved for and not approved for."

"Every man in our organization," says Kahn, "is issued a briefcase. And I personally see that it is packed with every serviceable piece of manufacturers' literature we acquire."

After distributor or factory reps have had their inning at Thursday night meetings, there is a break for refreshments. The second half of the program is directed by the general manager and store manager, Val Wears.

### A Chance to Air Problems

This period is utilized for airing all of the big problems which have accumulated during the preceding week whether it is a matter involving credit, merchandise, competitive practices, or what. If one man has a problem, chances are good that the others will benefit from diagnosing it.

Though Kahn has a healthy respect for regular training, with emphasis on the myriad details that surround selling, he has compressed in-home selling to a few basic steps.

After a salesman makes the initial overtures, he asks the housewife what worn appliances she has. Once this is learned, he describes the trade-in deal and asks her if she is interested in a demonstration.

He then asks, "If you were to buy a TV set, which one would you select—a table model, console or combination?" Once that is settled, he then lists a choice of brands, and asks her which one she prefers. Her choice is his cue to take specification sheets

from his bulging briefcase and introduce them as a selling aid during the remainder of the contact.

"If she selects a brand we're pushing," points out Kahn, "we show pictures of no other sets. But if she mentions a brand we aren't pushing, we show pictures of several lines we are featuring and spotlight them in ensuing conversational skinnishes.

### If She Says, "Yes" . . .

"The next step is to ask her if she is interested in a home demonstration. If she says 'Yes', the salesman writes up a credit application. If she chills in the middle of this procedure, he reminds her that we are sending out merchandise valued at from \$200 to \$500 with no advance payment, so we have to take certain precautions. Then the salesman plays his trump card when he asks: 'If this set performs properly after installation, and if it looks like the illustration I have shown you, can I consider this a sale?' Fifty percent of the time the answer is in the affirmative.

"Few buyers back out after they have made this commitment," says Kahn, "since the salesman proceeds to write up a sales ticket, arrange credit terms, and so on. However, the customer is given to understand that if she becomes dissatisfied within a 5-day period, she has the option of returning the merchandise and receiving full credit on anything else in stock.

"This routine," he says, "has two compensations. By asking the questions and presenting the prospect with a choice all the way, the salesman is never put in the awkward position where he has to answer 'Yes' or 'No'. He is constantly on the offensive. Also, the plan of selling by asking a planned series of questions steers the customer to the point of buying almost without her realizing it.

"Securing the final commitment," he says, "eliminates the free home trailers who aren't interested in buying until next year, or not at all, but wish merely to enjoy free use of the merchandise."

### Leads Every Morning

Distributed every morning by supervisors, leads are obtained from classified advertising, radio, display ads with coupons and heavy telephone solicitation. Lead distribution is tailored to the man. If the prospect is located in a well-to-do section of the city, the best-mannered, best-educated, best-dressed salesman is dispatched.

Pleasant-voiced telephone girls, working from a cross reference city directory, averaging ten calls per hour, are paid by the deal. An appealing voice, Kahn feels, is ninety percent of the make-up of a good telephone solicitor. Moreover, a girl has to know how to breathe properly because people hang up quickly on the girl who pants into the mouthpiece.

"Phone solicitors are warned not to  
(Continued on page 80)

If you want the  
**BIG PROFIT DOLLAR** this Christmas . . .



**sell this BIG TICKET ITEM !**



This Christmas the trend is greater than ever toward useful family gifts. And Easy dealers will cash in on this trend more than ever by selling and promoting the Easy Spindrier as the *big* Christmas gift. It's packed full of eye appeal and built with all the wanted Easy value features. When you sell Easy Spindriers you sell customer satisfaction and put those big Easy Profit Dollars in your pocket! Easy Washing Machine Corp., Syracuse 1, N. Y.

**EASY  
SPINDRIER**





## Mimar Products, Inc.

*approaches the New Year*

*with a two-fold*

*sense of gratification*

**I**T is grateful for the extensive opportunity it has enjoyed to contribute in some small measure to the safety and comfort of homes throughout the world,

*and*

**I**T is eternally grateful to the trade, not merely for their kind appreciation of its efforts, but for the many genuine friendships which have resulted therefrom.

*A Very Merry Christmas*

*A Peaceful, Healthy, Happy  
and Prosperous New Year*



## Two Plans for Outside Selling—1

CONTINUED FROM PAGE 78

attempt to close a deal, but to simply try to get appointments. Appointments are not pressed on people, since the firm realizes that when the appointment is difficult to nail down, the chances of making the sale are virtually nil.

In the course of a typical Kahn-prepared telephone pitch, the solicitor tells the phonee that she is calling a few selected people to ask about television. What set do you own, she asks? If it is a fairly new model, a switch is made to other lines. If she doesn't have a set, the solicitor asks if she has thought about buying one. If she answers in the affirmative, the girl attempts to book a demo, which is actually nothing more than sending out a salesman. If the person owns an older model, or one with an undersized screen, then the double-trade-in allowance is underscored. One of the solicitor's jobs is to find out if a need exists for "product selling".

"Gimmicks always pay off in more leads than straight copy in newspaper and radio advertising," Kahn discloses. "Best lead-snagging promotion we ever used was a free home trial offer on a refrigerator which included a freezer-full of frozen foods to persons who phoned in and requested demonstrations. Plugged on radio 'spots' for two weeks, this deal moved a carload of International Harvester refrigerators.

"Our expense ran only about \$12.50 per unit for the food and the deal yielded sales to nine out of ten persons who asked for demonstrations. We placed demonstrations with fifty percent of the people who phoned," Kahn says.

### **Salesmen on Contract**

On a straight commission basis, Allbritten salesmen sign a written contract which leaves nothing to verbal agreement. Field men receive from five to seven percent on promotional sales, eight to ten percent on regular merchandise deals with a twenty-five percent loss or gain on trade-ins. Floor-men get a straight 25 percent of the gross profits after the trade-in sum is deducted. Salesmen, who work from eight to twelve hours daily, earn from \$100 to \$200 weekly. Eighty-five percent of the commission money is earned by fifteen percent of the men.

"A deduction of ten percent is made on each man's weekly commissions," Kahn declared. "This fund is held in reserve for the man until the end of the calendar year, between December 10th and 20th, at which time the company adds fifty percent to the amount held in reserve and pays it to sales personnel as a bonus.

"The reserve fund fills an important niche," he says, "It discourages drifters who don't plan to be around long enough to collect any reserve. It also keeps the borderline man whose sales reach a low ebb from tossing in the sponge. With \$500 or \$600 in his reserve, which will be swollen by

several hundred more dollars from the company, he is much less likely to call it a day."

A document labeled the "Constitution of the Appliance Department", serves as a guide on policy procedure. One significant clause of this book reads: "In case of exchanges or repossession due to misrepresentation on part of the salesman, the salesman will have one-half of the expense involved in the transaction plus commission on the deal deducted from his check."

### **Daily Worksheets**

The men turn in daily worksheets at the morning sales sessions, which presents the supervisors with an idea of the number of calls, sales per call, number of callbacks, how many user contacts made, how heavy each man is trading, and what merchandise is moving.

A protection book is also maintained. To have protection on a customer, a salesman must either have talked to the customer on the floor or in the home. Telephone calls are not covered. Salesmen make entry of prospect's name, address, merchandise interested in, and phone number. Protection is provided only for a 7-day period from the date of the entry.

"If it is worth haggling over tomorrow," Kahn tells his men, "it's worth writing up in the book today."

A "Deal's Procedure", outlined in the "Constitution", explains in easy-to-understand language the modus operandi of handling a sale. Sales tickets with Commercial Credit contract, note and appraisal ticket, are turned into the operation's office by the salesman. The sale is then transferred to the company's credit office for approval or rejection.

If approved, the file returns to operations, where arrangements are made for delivery, and a record posted in the Deal's Book, with a notation on the wholesale and retail value of the trade. After delivery, the office forwards the file, complete with pick-up ticket on the trade-in, with commission sheet and detailed breakdown on the sales, to the credit office. Payments are figured, then sent to the billing department with commission ticket attached to the order.

Pick-up tickets are cataloged numerically in a used-goods inventory file. All trade-ins receive a number which is placed on the pick-up card until it is sold. All deals have service cards made on them at the time of delivery. Any service requested by a customer is noted on the service card at the period when the call is received.

With a roster of 18 leading lines, the company's normal inventory runs between \$60,000 and \$90,000, half of which is in television. Allbritten's has earned the reputation of turning in one of the outstanding jobs both sales-wise and service-wise on TV in the Greater Kansas City trade territory it serves. **End**

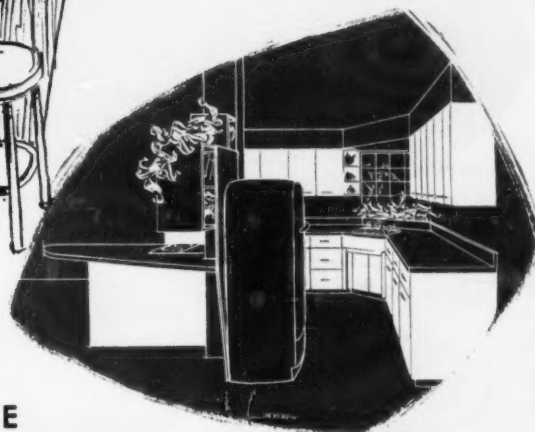
# 3 reasons why *Harrison*

is a **KITCHEN  
DEALER  
LINE**

of Steel  
Cabinets



The illustration consists entirely of Harrison Standard Cabinets



## HARRISON IS A **complete** LINE

all the cabinets...all the accessories...all the gadgets needed for any kitchen job!

- Colors and wood grain finishes
- Standard cabinet sizes 12" to 72"
- Custom units made to measure

## HARRISON IS A **quality** LINE

contemporary design...superior construction and finish demanded for luxury kitchens!

- One-third heavier weight steel
- Radius edges Nylon roller drawers
- Spring hinges Sound insulation

## HARRISON IS A **competitive** LINE

the deluxe custom-type features required for modern interiors...at standard prices!

- Priced for middle-income bracket
- Special-purpose units standard priced
- STANDARD cabinets in COLORS

*Harrison* STEEL CABINET COMPANY  
4718 W. FIFTH AVENUE • CHICAGO 44, ILLINOIS

### AVAILABLE IN THESE COLORS and GRAINS

sunrise pink	natural oak
spring yellow	umber oak
elf green	natural birch
bonnie blue	knotty pine
mist grey	colonial maple
favorite white	grey oak

### SEND THIS COUPON NOW!

Harrison Steel Cabinet Co.  
4718 West Fifth Ave.  
Chicago 44, Ill.

Please send more information on HARRISON steel kitchens to:

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_



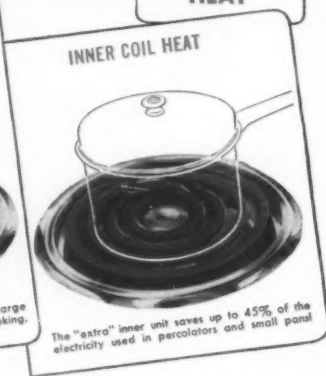
Here's a tip  
that will make you money!

**Sell Chromalox**  
SUPREME  
"2-units-in-1"  
the Range Units  
Homemakers Know Best!



Here's why....

UNIFORM  
OVERALL  
HEAT



Naturally, you'll want to handle Chromalox Supreme Range Units for replacement when the nation's homemakers show such an overwhelming preference for electric ranges equipped with the "2-Units-in-1" surface units that give the "right" heat and "right" cooking area.

It will pay you to stock the famous Chromalox line. You'll find you can make replacements faster, easier, more profitably because the Chromalox units come complete, ready to install. A small assortment of Adaptor Rings permits proper fit of all range openings.

Get the Full Story

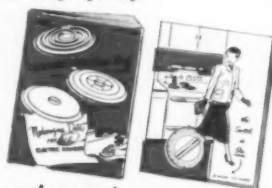
Write for Bulletin RU-149 and "The Switch Is On" booklet. They show you how to make more money selling and servicing ranges.

**EDWIN L. WIEGAND CO.**  
7525 THOMAS BLVD.  
PITTSBURGH 8, PA.

on new ranges and for replacement

**CHROMALOX**

means "Electric Cooking at its Best"



ac-40

## Two Plans for Outside Selling—2

CONTINUED FROM PAGE 47

from just the contact in the field. Frankly, I think that service work brings store traffic, but it isn't as helpful as the user lead."

When a salesman calls on a prospect he presents a calling card with his picture on it. So often, Rucker says, people look at a card and remember only the name of the firm. But the salesman has to earn his living from his commission, so Peters Appliances tries to insure his lead.

### Both Interested in Profit

"Anything I can do to encourage the salesmen to be a partner with me and not just an employee, is good," says Rucker. "So I tie the commission with profit—the one thing I'm interested in. Instead of paying the salesman on the gross sale of the appliance, we base commission on gross profit."

"Take, for example, a salesman who has a profit of \$100 on a refrigerator," Rucker explains. "He gets 30 percent of the profit for his commission but the sale might have involved a trade-in. If he allowed \$30 for the trade-in, that means he gets his commission on what is left of the new refrigerator profit. When the trade-in is sold, later, he also gets 30 percent of that sale. Should another salesman make the trade-in sale, the two salesmen split the total commission. Actually, you'd be surprised how well this plan makes salesmen judge the allowance for a trade-in. If they are directly earning on what will be made on the deal, they won't give out fancy prices and, most of all, you don't get a warehouse full of trade-ins. When they can make a good clean deal, they'll do it!"

"How well that plan works, is illustrated by the refrigerator sales we made this season," Rucker adds. "We had trade-ins on over 95 percent of all our sales and right now, we have just four refrigerators on hand. And they came in just the other day."

### Can Be Improved

Any system after it is used for a while, Peters Appliances believes, can be improved. The cards help Rucker's salesmen to operate efficiently. The salesman gets more from his time and can make important notations about his prospects. Peters' salesmen spend only one day on the floor and the rest of the week calling from their Plan Your Day card.

"Our philosophy of selling is simply this: each salesman has some active prospects," Rucker points out. "Now a real salesman will have 8 or 10 of those all the time. Sure, I may have a lot of prospects (100 or more) but only a few active prospects. In order for our salesmen to utilize the user, you have to call back. If he will call on two or three of these each day, he can keep up his active prospects. And with the salesman making about \$600 to \$800 a month in wages, he is sure to have plenty of customers to call on. But you must call back in the first 30 days. The customer is more appreciative and certainly in that

time has a chance to show some friend, or can recommend someone."

"When we use up the cards we plan to change the card's style," Rucker states. "First of all, we want the street listed first, instead of the name, address, and appliance, as it is now. The lead should be identified by the location because we know that the name is really least important. We believe that the card system is good to build your permanent file from. It is simply a piece of paper, but it helps the salesman to plan his time for a day or two. We expect the salesmen to spend at least half an hour each morning making out a new card, inserting information from the old one in the permanent records. Salesmen who plan their day don't hit and miss their outside calls."

### Little Supervision

Salesmen who are tied into the profit angle release the sales manager from intensive supervision, Rucker believes. Certainly after a few sales the salesman can better determine the trade-in allowance. "He'll stop and think," Rucker adds. "We don't have a big sales meeting at all. Only occasionally is it necessary to have individual conferences with the salesmen."

Salesmen and Rucker alike often walk over to the service shops (2½ blocks away) and check on deliveries. This helps them to make call-backs. Sometimes they go along with the washer or refrigerator and give a good demonstration when it is being delivered. They feel that it helps insure the leads they derive from users.

Advertising is important to a business, but Peters Appliance only uses about one percent of gross sales for newspaper advertising. Another one percent is spent for occasional tie-ins with one shot deals (display in community ads, or county fair and TV ads).

Rucker insists that the best way to promote the store is to use the calling cards that a salesman gives out on house-to-house calls. The salesman will usually give the home owner literature on the appliance they are interested in, but they feel that often the people throw it away. Instead of stamping their name (firm's name and address) on the literature they would rather rely on their experience that people will remember the salesman's name and face from the calling card.

"Suppose that a lady walks into the store and asks for Bud French (co-owner and salesman) because he came out to her home one day," Rucker illustrates. "French certainly wants to get his sale (and share of the commission) but if the lady can't remember his name, she'll recognize his face from looking at his card."

"In building up a good volume you won't build up your sales staff with it if the salesmen fail to get the sales from their leads," Rucker sums up. "Our average is about \$20,000 to \$22,000 a month, but we couldn't do that, or even hit \$36,000 occasionally, without making sure our salesmen get what is coming to them." End



# the **Big Cleanup Begins Here!**



**W**HEN you see an appliance ad in a national magazine, you probably wonder if it is reaching your best prospects—the families who can afford new appliances.

A good question, because figures show that the bulk of *all* appliances are bought by family groups earning \$3,000 to \$10,000 a year. They buy 75% of all automatic washing machines, 68% of the vacuum cleaners, 65% of the home freezers.

Naturally, the magazine that has the greatest concentration of these people is the best place an appliance ad can run. So see for yourself what the facts are:

Four Leading Magazines  
Percentage of Circulation in \$3,000 to \$10,000 Group

<b>COLLIER'S</b> .....	72%
<b>Life</b> .....	69%
<b>The Saturday Evening Post</b> .....	68%
<b>Look (Biweekly)</b> .....	69%

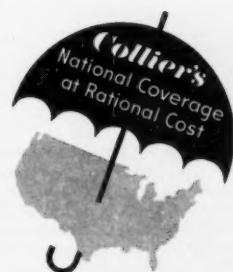
Source: Stewart, Dougall Qualitative Survey

**Note:** This year, Collier's readers will buy over 200 million dollars' worth of electrical appliances!

ELECTRICAL MERCHANDISING—DECEMBER, 1952

It's all because it's just such people who are attracted by Collier's kind of news-making journalism — a journalism that is discussed, debated—and more quoted in newspapers—than any other weekly.

When an appliance is advertised in Collier's, you know it's being seen where it will do *you* the most good!



## **Collier's Makes Things Happen**

The Crowell-Collier Publishing Company, 640 Fifth Avenue,  
New York 19, N. Y. — Publishers of Collier's,  
The American Magazine, Woman's Home Companion



## How our baby has grown!



**L**OVELL was one of the first to develop and introduce an automatic dryer more than 12 years ago, one of the first to see its potential. Since shortly after World War II we've been predicting dryers would be the appliance sensation of the 1950's and urging dealers to get their share. Now look at the figures.

From a modest start in 1947, the dryer business has grown *ten times bigger* in the past five years to a volume of \$118,762,300 in 1951.

Yet only 2.2% of America's homes have bought dryers so far. The others are *waiting, wanting* to be sold. Move into this big, ex-

panding market now with dryers equipped with Lovell drying units.

Lovell gives you nine big features to talk about.

**1. SINGLE DIAL CONTROL PROVIDES:**

- (a) Automatic shut-off at desired dryness.
- (b) Complete heat range for any fabric.

**2. NEW EXTRA-LARGE INFRARED ELEMENT** has three times more heating area, purifies clothes, dries more gently.

**3. EASY-TO-UNLOAD DOOR** is extra large, opens all the way. Gives full visibility.

**4. AIR-COOLED CABINET** allows easy access for cleaning or repairs.

**5. EASY-TO-CLEAN LINT TRAP.**

**6. LINT TRAP SAFETY BY-PASS** prevents clogging if user fails to empty trap.

**7. OUTDOOR HUMIDITY VENT** is easily connected at rear, if desired.

**8. VACUUM DRYING SYSTEM** preheats air, costs less to operate, reduces lint accumulation.

**9. HANDY CLEAN-OUT DUCT** to remove sand and small objects.

*Lovell makes gas and electric tumble type drying units for 11 leading makes of dryers. Look for the Lovell Dri-Rite Single Dial Control.*



*America's newest household blessing*

### **ELECTRIC AND GAS DRYING UNITS**

LOVELL MANUFACTURING COMPANY • ERIE, PA.

Also makers of famous Lovell Pressure Cleansing Wringers

*Remind every customer that she can get her wash done quickest with a wringer-washer and automatic dryer — and that the combination costs less than she thinks.*

# NEW PRODUCTS



ANNA A. NOONE

Home Products Editor



G-E Refrigerators

General Electric Co.,  
310 W. Liberty St.,  
Louisville, 2, Ky.

Models: 3 combination refrigerator-freezers; 2 automatic defrost, and 4 manual defrost refrigerators complete 1953 GE line combinations.

**Selling Features:** Combination refrigerator-freezers No. LK-95 and LM-95 have single door; 9.5 cu. ft. capacity; separate, insulated inside door with gasket and trigger-action latch seals off freezer compartment. Deluxe LH-11, 2-door model has 11 cu. ft. capacity.

All 3 models have separate refrigerating system for aluminum freezer compartments which are refrigerated top as well as back and bottom; food can be stored up to a year with safety; defrosting needed only a few times a year. Fresh food compartment has a downward tilted refrigerated coil at top, known "Temperator" which defrosts automatically without use of heater or timer, after each running cycle—water is channeled to evaporating pan in base compartment.

Deluxe combinations LH-11 and LM-95 have thermostatically controlled butter conditioner, built-in door; 4 aluminum shelves; swing basket; oven-ware meat dish; 2 large



fruit and vegetable drawers on rubber-tired wheels. LH-11 has 4 gold-finished Redi-Cube trays; LM-95, 3; LK-95 has 3 door shelves, 3 trays and 2 fruit drawers.

## 1953 Refrigerator Lines

Automatic defrost models LC-87 and LD-87 feature newly designed aluminum baffle called "Cold Slope" under evaporator which provides "Roto-Cold" air circulation down back and around to top of cabinet. Both models have 8.7 cu. ft. capacity with cross-the-top freezer compartments with side-hinged latching doors.

A new system of defrost is provided by a 330-watt sealed heating unit built into evaporator. This is turned on automatically by a new frost-limiting device "Frost-Limitor" whenever necessary.

2 Manual Defrost models, LB-92 and LA-92, have 9.2 cu. ft. capacity; cross-the-top freezer compartments; deep full-width chillers. LB-92 has 3 door shelves, 2 sliding drawers. LA-92 has one sliding drawer.

Freezer compartments of aluminum are refrigerated top as well as back and bottom with nonrust anodized aluminum shelves.

NB-4, 4 cu. ft. model for apartments, has round steel wire shelves.



GIBSON Refrigerators

Gibson Refrigerator Co.,  
Greenville, Mich.

Models: Ten new refrigerators plus a new refrigerator-freezer combination comprises Gibson's 1953 line.

**Selling Features:** 10-cu. ft. TA-1053 refrigerator-freezer combination has a full-width freezer that holds 73½ lbs. frozen foods; Defrost-Matic automatically keeps refrigerator compartment free from frost, 2 Swing'r Crisp'rs for vegetables and fruit swing out and lift out easily; Butt'ry and door racks give added storage capacity. Separate controls—one for freezer and one for refrigerator—provide correct cold for both compartments. Other features include interior light, finger-tip ice trays, one Jiffy cube tray, glass Spill-saver shelf, one adjustable full-width shelf and 3 regulars are other features.

GCA-1193, top model, 10 cu. ft. capacity has Cameo interior color

scheme; Swing-out Servers Freez'r Locker holds 53 lbs.; Swing'r Meat locker; 2 lift-out Swing'r Crispers; Swing'r Shelf which holds 45 lbs.; Butt'ry and door racks hold butter, jars, bottles at eye-level. Self-starting, self-regulating and self-stopping Defrost-Matic.



ADMIRAL Refrigerators

Admiral Corp.,  
3800 W. Cortland St.,  
Chicago, 47, Ill.

Models: Admiral's 1953 line consists of 11 models featuring 2 no-defrost Dual-Temps; 1 deluxe automatic defrost and 3 with Flash automatic defrosting.

**Selling Features:** Flash automatic defrost, contained in 7C7, 9C7 and 11C7, melts the frost accumulation in the freezer chest in approximately 7-minutes at touch of button, permitting defrosting whenever necessary.

Dual-Temp 11C15, single door model and 12C15 2-door, 2-temperature freezer-refrigerators never require defrosting in moist cold compartment.

Automatic defrost model 11C9, along with the 2 Dual-Temps now have 2 no-sag, non-rusting roll out shelves; a new flexible shelf arrangement on 11 ft. models permit storage of additional tall bottles when needed.

A single drop door has replaced split doors on all but one freezer chest; All but 2 models now have door shelves for additional storage of eggs, bottles, jars; transparent Glacier blue snap-on door shelves are found in some models.

5 models now have an adjustable butter conditioner; Dual-Temp 12C15 has a new plastic door liner which provides greater resistance to acids, chemical and chipping, lighter weight.

Other features include new hardware, nameplates, identification crests, non-rusting shelves. Some are trimmed with wide anodized gold-colored bands; in one model blue, gold, and silver has been used.



HOTPOINT Refrigerator-Freezers

Hotpoint Co.,  
5600 W. Taylor St.,  
Chicago, 44, Ill.

Models: 3 new 1953 combination refrigerator-freezers Nos. EH110-6, EC95-6 and EH95-6.

**Selling Features:** New automatic defrost and water disposal system prevents frost build-up and maintains correct food storage temperatures and humidities under all types operating conditions without heaters, buttons or switches. Consists of slanting aluminum evaporator located in top of fresh food compartment. When compressor is operating, a refrigerant circulates through evaporator coils maintain constant cold storage temperature.



Slanting angle of flat evaporator causes cold air currents to circulate inside box at steady flow. When compressor turns off, excess moisture melts and runs down to channel on back of inner liner, and carried to container under refrigerator and evaporated.

Fresh food compartment completely insulated from frozen food section. Coils operate slightly above freezing, allowing excess moisture to run off after each cycle before frost can accumulate. Frozen food compartment is held at constant below-freezing temperature by automatic thermostat; needs defrosting only once or twice a year. Freezer compartments in all



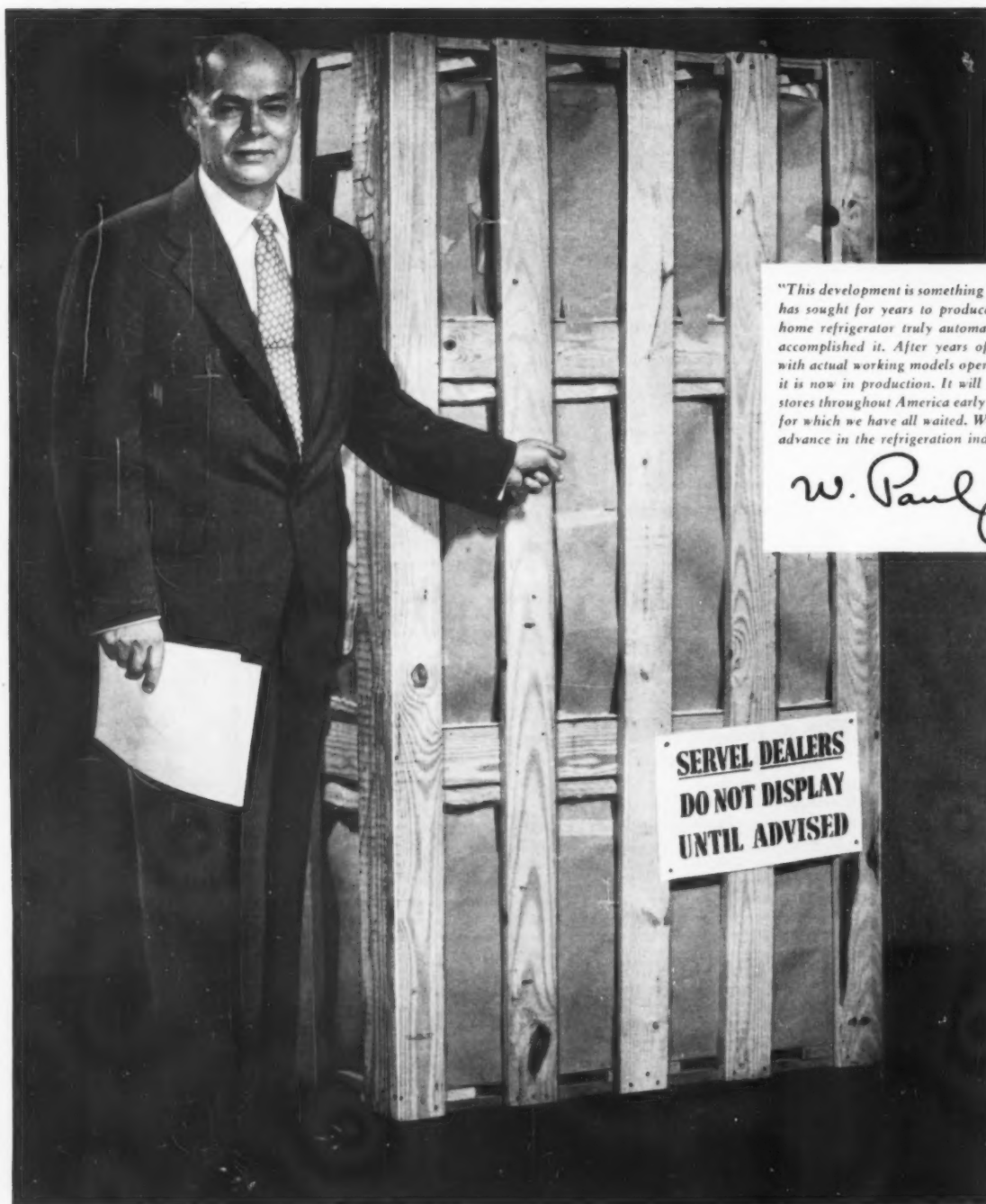
THIS AD ALSO APPEARS IN

THE SATURDAY EVENING  
**POST**  
NOVEMBER 22

AND

**LIFE**  
NOVEMBER 24

# "This refrigerator



*"This development is something the refrigeration industry has sought for years to produce, for it would make the home refrigerator truly automatic. And now Servel has accomplished it. After years of research and planning, with actual working models operating in homes for years, it is now in production. It will be on display at dealers' stores throughout America early next year. This is the day for which we have all waited. We believe it is the greatest advance in the refrigeration industry in recent years."*

*W. Paul Jones*  
President  
Servel Inc.

**SERVEL DEALERS  
DO NOT DISPLAY  
UNTIL ADVISED**

SEEN BY 40 MILLION AMERICANS!

# will outmode every other refrigerator in America today!"

*"For the first time in history, a home refrigerator makes ice cubes without messy trays—puts them in a basket—and replaces them as you use them—all automatically!"*

**THINK OF IT!** No messy ice cube trays to fill or spill. No trays to empty or forget to refill. You simply reach in and help yourself to cubes, one at a time or by the handful. As you take them out, Servel puts them back! No muss, no fuss—everything's automatic!

And these are not just ordinary cubes. They're big, dry, super-cold IceCircles that last longer... won't stick together even during automatic defrosting! Add all this to every modern refrigerator feature from Automatic Defrosting to a big 80 lb. Freezer Compartment, and you know why the new 1953 Servels will be the most wanted Refrigerators in America this coming spring.



#### **New! Electric Compression Models with Hermetically Sealed Units, too!**

For years, the name Servel has been almost synonymous with gas refrigeration. Now, with the introduction of new electric compression models, only Servel will give you your choice of all 3 freezing systems; standard electric... motorless electric... and silent dependable gas. Only Servel will let you pick the

fuel that's most economical in your area, most practical for your needs. Another reason the new 1953 Servels will whet the desires of millions of value-conscious Americans!



#### **Other Refrigeration Products, too!**

Already, Servel's new "Electric Wonderbar" has caught the fancy of comfort-loving families across the nation. As never before it gives you a silent, step-saving refrigerator that serves you as a portable bar... a TV snack spot... a home entertainment center. Styled as smart furniture, it's as much at home in your living room or patio as it is by your bedside or in your office.



#### **Coming! New Servel Home Freezers**

Here's more news you'll enjoy hearing! In 1953 Servel will put the ever more popular home freezer *well within the budget* of every family—let you choose among a complete line of upright and chest-type models!



#### **Coming! America's Most Beautiful Room Air Conditioners**

What's more, in the booming field of room air

conditioning, Servel will also launch feature-packed units... designed to blend beautifully with the smartest interiors... priced to be the biggest values you'll find anywhere on the market.



#### **Servel—A Leader in All-Year Air Conditioning**

New homes are springing up throughout America equipped with Servel All-Year Air Conditioning Systems that cool you in summer—and heat you in winter with one simple carefree unit. For commercial buildings, too, stores, restaurants and industrial plants.



#### **The Big Servel "Product Parade" Is On!**

Coast to coast, Servel Distributors and Dealers are getting ready to present these amazing new products to you. They will soon be announced by one of the biggest advertising campaigns in the great Appliance Industry.

Servel intends to have the most complete line of refrigeration and air conditioning equipment in the world. And we aim to make these appliances serve you better than you've ever been served before.

# Servel

The name to watch for great advances in  
REFRIGERATION and AIR CONDITIONING  
GAS or ELECTRIC

Servel Inc., Evansville 20, Indiana • In Canada, Servel (Canada) Ltd., 548 King Street W., Toronto, Ontario



..this Salesman

pays you!

This salesman works for you on every *KitchenAid* food preparer...selling the product's superior advantages. It pays you in time saved, ready customer acceptance, *more sales!*

This attractive fact tag, attached to all *KitchenAid* food preparers, gives your customers a quick and concise story on *KitchenAid's* features...the exclusive Hobart "round the bowl" mixing action that assures thorough mixing, whipping, blending, and beating of *all* ingredients...the *Pyrex* brand mixing bowl...the convenient up-front mixing guide...built-in power and the many useful attachments that are operated without expensive power boosters with *KitchenAid's* *plus power*.

So be sure this sales-attracting fact tag is attached to your *KitchenAid*...and be sure, too, that your *KitchenAid* is connected ready for a demonstration. Just show your customers these "finest made" features...and you're well on your way to another *satisfied KitchenAid* user.

*KitchenAid* Electric Housewares Division of  
The Hobart Manufacturing Co., Troy, Ohio

# KitchenAid

The Finest Made...by



World's largest manufacturer of Food,  
Kitchen and Dishwashing Machines.

KitchenAid Electric Housewares Division  
THE HOBART MANUFACTURING CO., TROY, OHIO

- ☐ Please have my distributor call  
☐ I have KitchenAid on my floor—please send me fact tags.

Names.....

Address.....

City..... State.....





**"ON THE BEAM" WITH CROSLEY TV**  
 You can see it **BETTER** on a CROSLEY

AMERICAN KITCHENS  
 BENDIX HOME APPLIANCES  
 CROSLEY  
 CROSLEY BROADCASTING CORPORATION  
 NOBIL  
 LYCOMING  
 NEW IDEA  
 SPENCER HEATER

# CROSLEY 21" CONSOLE PRICED LOWEST OF 6 MAJOR BRANDS!

Comparison shows this fast-moving model leads 'em all in most wanted features

Ever been asked, "Is there any **REAL** difference between leading TV sets?" Crosley says there's a whopping big difference and points to its 21COL—big 21-inch open console.

This handsome set has a suggested retail price of \$299.95. And this low price, like all Crosley prices, includes two sales-clinching extras. Federal tax and a big full-year warranty. Crosley's full-year warranty doesn't cover merely the picture tube, or just the chassis parts—it covers the big picture tube, all other tubes, and ALL chassis parts.

Automatic focusing is another "difference" that makes a shopper comparing a Crosley nod his head and say, "I agree, You can see it **BETTER** on a Crosley." There's no annoying fuzziness as the picture gets away from the center and out toward the curved edges of the picture tube.

Then consider amateur radio interference. Customers may ask if those newly licensed "ham" operators will cause trouble on the set they look at. If you sell Crosley, the answer is a confident "No, siree!"—thanks to months-ahead precautions of Crosley engineers.

How about room lights in a room when the set is on? With Crosley there are no reflections—the slanted picture window throws any glare or gleam to the floor.

Finally, remember a TV set is a piece of furniture that must be good, look good and blend well with other pieces in the room. Crosley cabinets are all fine wood. Not metal . . . not plastic. And only Crosley offers a choice of mahogany or blond finishes for the same price.



**The Executive, Model EU-21COL.** Here's the set that's beating competition. Beautiful wood cabinet in a choice of deep mahogany or pale blond finish. Read here how this Crosley De Luxe Model leads the field.

**W.A. Blees**



reveals shipments of Crosley electronics up 150% over last season

"Our 1953 models of television sets have received such enthusiastic public reception that figures show a sales picture brighter than our most enthusiastic hopes."

★ ★ ★

"We are operating at peak capacity in our Cincinnati plants. Recently, new production lines have been opened to better handle a mounting flood of orders from distributors all over the country."

★ ★ ★

"In fact, so great has been the demand that we have had to allocate all production, to be fair to all dealers."

★ ★ ★

"As an example of this phenomenal sales rise, take a look at our fall business. September 1952 alone was over 100% ahead of the highest month in 1951. This even exceeds November 1951, which has been accepted as the peak month of the '51 selling season."

★ ★ ★

"Today's exciting sales volume dramatically justifies the faith Crosley has had all along in the future of superior television—Crosley television."

## Here are 10 reasons why you can see it BETTER on a Crosley

1. All channels. Built-in UHF, optional.
2. Sharp, clear image. No disturbing patterns.
3. Always in focus right to edges of screen.
4. Interference virtually eliminated.
5. Greater picture-pulling power. Distant stations clear without weakening local reception.
6. Year's warranty covers ALL chassis parts—not just picture tube.
7. Full-room viewing. See it all from any viewing angle.
8. Reduced service calls. Auxiliary controls in easy reach for minor adjustments.
9. Removable picture window. Clean it yourself.
10. Factory- and field-tested. Ready to plug in. —all backed by Crosley's 30 years' experience in electronics

⇒ These 3 selling points alone will clinch a Crosley sale for you!



### All-channel reception—VHF-UHF

Crosley sets with built-in UHF receive every

Ultra High Frequency channel sharper and clearer—even in fringe areas. No adjustments or adapters are required. Crosleys without UHF can easily be converted to receive all UHF channels by simply adding Crosley's Ultratuner.



### Greater picture-pulling power

Crosley television brings in stronger, clearer pictures from distant stations without, as some sets do, weakening local reception. The Custom Models do this automatically. The De Luxe Models have a special booster switch with 3 settings—local, suburban and distant.



### Always as sharp, clear image

When a neighbor's refrigerator or oil burner goes on, you get no disturbing patterns on a Crosley TV, because line voltage drains are automatically compensated for in Crosley sets. Explain this to your customers as another reason why "You can see it better on a Crosley."

**"ON THE BEAM". . . . . with CROSELY TV**

# CROSELY MOBILE UNIT GIVES PREVIEW OF TV IN NEW AREAS

**Sells public on Crosley long before stations open up**



The Crosley Traveling TV Station "shoots" spectators in front of dealer stores so they can see themselves on Crosley TV sets

"Come on! Let's go watch the Crosley TV Station!" That's what TV-hungry people are saying in new television areas. Seeing the Crosley Traveling TV Station roll into town is as exciting as a circus to these eager people, for Crosley gives them their first taste of "live" TV. The rolling TV station builds a tremendous accept-

ance for Crosley sets in tele-blind areas, which results in early Crosley orders.

Crosley's Traveling TV Station is a television studio on wheels, with two cameras, monitor boards and 800 feet of coaxial cable! The rolling TV station will cover every new TV area weeks before it receives its first signal.

## New CROSELYS Priced to Win Unsold TV Markets

**Now dealers can sell CROSELYS to customers who said . . . "But I don't think I can afford TV!"**

What dealer hasn't asked himself this question: "Why don't non-TV owners buy television sets?"

To answer this question and others, Crosley asked a noted consumer research panel to conduct a special survey.

### 48% of Non-TV Owners Can't Afford Television

It may surprise many dealers, but the special Crosley survey revealed that 48% of the non-TV owners think they cannot afford television sets!

Another fact. These potential customers want an inexpensive set, yes; but they want

a set that gives clear, lifelike pictures. Crosley's advertising theme, "You can see it better on a Crosley," is directed right at these people!

### New De Luxe Crosleys Priced for This Big Market

Crosley's new 1953 De Luxe line was built, styled and priced for this tremendous market. Crosley offers these non-TV owners a 17-inch TV in a rich wood cabinet for only \$199.95 (suggested list price). And when these people see it better on a Crosley—and for less money—Crosley TV is what they will buy!

## Plastic Pocket Size Card Keeps CROSELY STORY at Salesman's Fingertips

**HERE'S WHY YOUR BEST BUY IS CROSELY T-V**

- 1 **ALL CHANNELS.** You get built-in Ultra High Frequency. This feature is optional and can be added at any time.
- 2 **ALWAYS IN FOCUS.** You get a clear, sharp picture . . . right to the edges of the screen.
- 3 **INTERFERENCE CHECKED.** Annoyance from passing autos, planes and electrical appliances is virtually eliminated.
- 4 **GREATER PICTURE PULLING POWER.** Distant stations come in strong, without sacrifice to local station viewing. Ideal in fringe areas.
- 5 **FULL-YEAR WARRANTY** on both chassis parts and picture tube is included at no extra cost . . . This is an unusual protection.
- 6 **FULL-ROOM VIEWING.** All get a "front seat."
- 7 **AUXILIARY CONTROLS REDUCE SERVICE CALLS.** All auxiliary controls in easy reach for minor adjustments.
- 8 **FRONT-REMOVABLE PICTURE WINDOW ON CUSTOM MODELS.** You can easily clean window and picture-tube face yourself.
- 9 **FACTORY-AND-FIELD-TESTED.** Ready to plug in when set is delivered.
- 10 **ALL CABINETS IN RICH WOOD.** Not plastic, not metal. Crosley sets are all fine furniture.

**No chance for a salesman to forget any of the 10 big Crosley selling points with this new pocket sales aid**

Once the customer has made the Crosley Side-by-Side TV Test, and has seen the clearer, sharper pictures on a Crosley TV—have your salesman use this new Crosley sales aid to follow through.

The 10 reasons why you can see it better on a Crosley are clearly outlined on this card to help your salesman clinch more Crosley sales with a convincing and accurate sales talk.

You can supply your salesmen with this handy pocket memo by contacting your Crosley distributor. He'll be glad to send you all the cards you need.



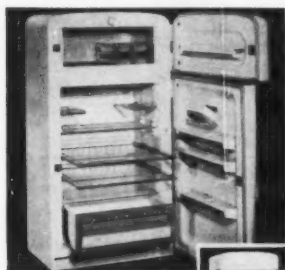
models, aluminum with refrigerated shelf for rapid freezing and storage, aluminum shelf on freezer door.

New defrost and cooling system offers nearly constant cold storage temperature with no defrost build up in fresh food compartment; automatic valve operated by gravity and controlled by a single selector dial on right wall of fresh food compartment regulates temperatures in both sections.

Deluxe 2-door combination, No. EH110-6, has 11 cu. ft. capacity in same floor area as prewar 6 cu. ft. units; freezer compartment has more storage space than previous models; insulated on 3 sides. Adjustable, sliding aluminum shelves roll out for easy access; butter conditioner; 4 aluminum door shelves molded aluminum egg crate shelf.

EC95-6 and EH95-6, are 1-door combinations with separate inner freezer doors. Semi-deluxe EC95-6, has plastic shelves. Deluxe EH95-6 has thermostatically controlled butter conditioner, 4 aluminum door shelves.

All units restyled with gold and chrome trim. 1-door models have lighted nameplate below inner food freezer door. 2-door model has interior 3-dimensional nameplate and chrome base panel.



#### COOLERATOR Refrigerators

The Coolerator Co.,  
128 W. 1st St.,  
Duluth, 1, Minn.

Models: 12 new refrigerators include 3 custom models, 5 space savers for small area and two with over 10 cu. ft. capacity.

**Selling Features:** Top of line RTB-119, a 2-door custom design model, has a perfected automatic defrost system; roll-out shelves; 75 lb. capacity separate frozen food chest.

2 other custom models, RDB-117 and RDB-103, have single doors, and are equipped with Coolerator's perfected automatic defrost. RDB-117 has 11 cu. ft. capacity and RDB-103 has 10 cu. ft. storage space; roll-out shelves are provided on the RDB-117.

Space-saver models RB-83, RB-84 and RB-86 designed for small areas, are 24 in. wide; more than 8 cu. ft. capacity; equipped with full-width freezer chests and door shelves. RB-86 has 3 door shelves; 16-qt. Crispolator, meat drawer and butter keeper.

Space-savers RB-101 and RB-106 have over 10 cu. ft. capacity in a 28-in. wide cabinet; full-width freezers; large capacity Crispolators; door racks.

## NEW PRODUCTS

### 1953 Range Lines



#### HOTPOINT Ranges

Hotpoint Co.,  
5600 W. Taylor St.,  
Chicago, 44, Ill.

Models: 8 new ranges in Hotpoint 1953 line.

**Selling Features:** Deluxe leaders RD18 and RD19, single and double oven models, feature built-in automatic Frency-fry kettles controlled by automatic thermostat. Located in a raisable cookerwell, the fryer plugs into a 230 volt outlet on control panel. Oven space has been increased 40% in all models, and a "color key" system of pushbutton controls is also included.

Top five models have new small diam. "super calrod" unit that weighs 25% less and has 30% more surface area for utensil contact; uses up to 30% less electricity. A "golden bake" calrod oven unit



tubes. Medium-priced models RB50, RB51, RB52, RB55 and RC20 have removable charcoaltype broiler units, thrift cookers, timers, automatically-timed ovens, nylon rollers; outlets for small appliances. Colored ceramic medallion—in center of each unit; backsplash arranged with timers, automatic reset and 2-speed signal timers grouped into easy-to-read "time centers" located on new streamlined control panels.



#### GIBSON Ranges

Gibson Refrigerator Co.,  
Greenville, Mich.

Models: Gibson 1953 range line consists of 5 regular models; 2 apartment size models and a "low-priced" leader.

**Selling Features:** Model H, top of line, features 2 Do-All ovens—a banquet-size and a convenient smaller oven; ConSealed oven unit has removable oven bottom to allow easy cleaning; 7-speed push-button cooking with controls set on a panel with new gold finish; Nu Magic Ups-A-Daisy unit has 6-qt. cooker in down position, raises to become added surface cooker when needed; unit is operated by dial. 5-way automatic cooking is possible with clock, timer, and a selector switch which permits timing of either oven, the 6-qt. Kookall, 4-th surface unit or appliance outlet; two 2100-watt cooking units are also enclosed.

A surface cooking unit has been added to models D and J giving 4 surface units on these models for 1953.



#### THERMADOR Built-In Units

Thermador Electrical Mfg. Co.,  
5119 District Blvd.,  
Los Angeles, 22, Calif.

Device: New cooking top design and a built-in warming drawer are added to Thermador Built-in range.

**Selling Features:** Cooking top incorporates a "middle griddle" combined with 4 quick-heating elements; griddle of aluminum with stainless steel frame heavily ribbed on underside for even heat distribution; 5-heat reciprocating switch for complete temperature control; stainless steel cover and spatter shield.

Cooking top features 4 Thermo-Kleen units individually controlled by 5-heat reciprocal switches; Neon indicator glows when any unit is on.



Built-in warming drawer provides a means for keeping breads etc warm and for heating dishes; thermostatic control allows warming of fine china without danger; mounted on roller bearings; bronze baked enamel interior; Neon indicator.

Newly designed oven controls complete modifications to line. Fully insulated oven, completely automatic with timer clock and Teleminute minder; visual and audible signals assure accurate temperature and timing; bake, broil, pre-heat controlled automatically.



#### COOLERATOR Ranges

The Coolerator Co.,  
128 W. 1st St.,  
Duluth, 1, Minn.

Models: Coolerator 1953 ranges include 3 push-button, 2 medium priced, and 3 budget models.

**Selling Features:** Push button models topped by HB-20, a double-oven, color-guide push-a-button range with Quik-Lift Well-E-Vator control dial.

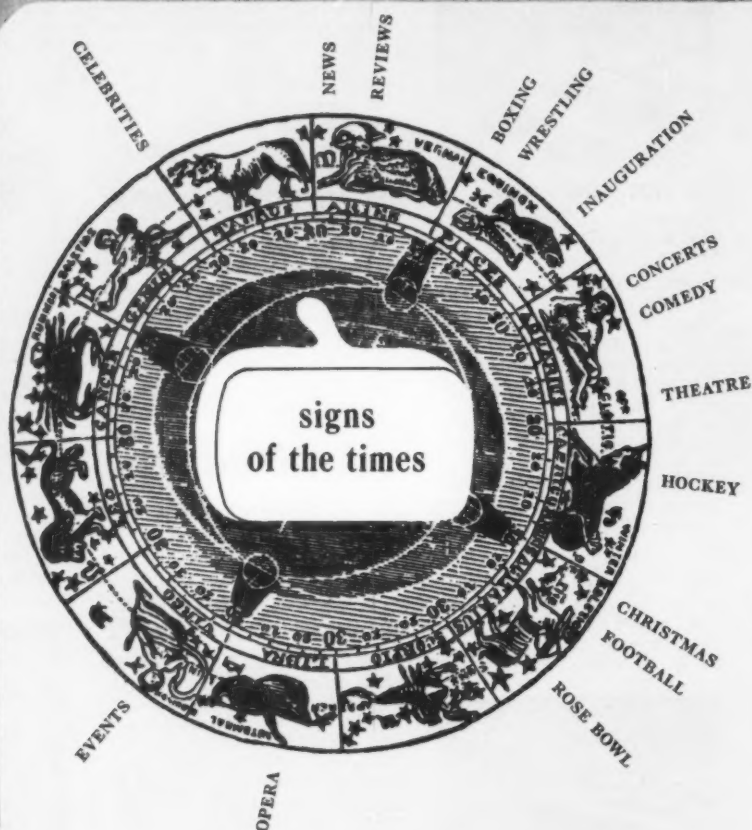
HB-19, has most deluxe features of HB-20, with a single oven and large warmer drawer.

HB-18, single oven model, rounds out the push-button group.

HB-17, low-cost double-oven model, has 7-heat control dials; hidden heat; 4 giant surface units. HB-16, has most features of HB-17 with a single oven and 4 surface units.

Budget models HB-15, a full-size range with 3 surface units, and a deepwell cooker, and 2 kitchenette ranges, HB-12 and HB-14. HB-12 has 3 surface units; HB-14 has 4. Both models are 24 in. wide.





berton brown advertising

The stars show quality ascendant in the TV set owner's mind. *Follow your stars*—give the set owner the best picture tube replacement—Rauland. Your Rauland jobber anticipates your need today with a complete stock. The Rauland Corporation, 4245 N. Knox Avenue, Chicago 41, Illinois. MUlberry 5-5000.

# RAULAND

PERFECTION THROUGH RESEARCH

94-5405



**G-E Ranges**

General Electric Co.,  
310 W. Liberty St.,  
Louisville, 2, Ky.

Models: GE 1953 range line includes 8 full-size, and one apartment model.

**Selling Features:** 2 Deluxe models, Stratoliner and Liberator, feature an automatic deep fat fryer attachment; fryer operates on a 220-volt circuit, has an immersion-type element suspended in well in direct contact with fat which develops 1700 watts, and a control assembly which incorporates a hydraulic thermostat to automatically maintain fat temperature at any desired setting. It plugs into a special outlet in control panel.

Standard left-rear unit of Stratoliner (single oven model) and Liberator (double oven model) can be raised to serve as 4th surface unit or lowered to provide heat for deep-well thrift cooker when fryer is not in use. Lowered unit is automatically disconnected for frying.

5 top ranges in line have newly designed, extra high-speed surface unit at right-rear position; 1600 watts; thinner-walled construction; newly enclosed sheath-type element 37% larger flattened-surface area for better contact with pans.

Oven space in all models has been increased so second shelf of food can be baked along with big ham, roast, etc.

All but one of full-size ranges has a new simplified oven-timer control completely set in 2 operations.

Deluxe Stratoliner, Liberator, and Speedster, have lighted push-button controls; extra high-speed surface unit; nylon roller storage drawers; a timed and a normal appliance outlet; 14-in. high control a new simplified oven-timer control minute timer and an aluminum broiler and roaster pan. Speedster, low-priced version of Stratoliner has 3-way oven, no deep fat fryer or warming oven.

Medium priced models, Airliner and Constellation, single and double oven models respectively, have white plastic push-button controls; automatic oven control; high-speed surface unit; full-length fluorescent.

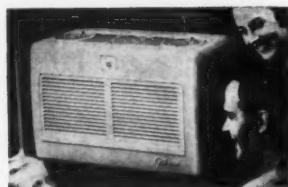
Popular priced models, Stewardess and Leader, have automatic oven control, full-width fluorescent lamps; appliance outlets; standard extra high-speed units; nylon roller drawer; rotary switch heat controls.

Economy-priced, Beacon, new addition to line, has rotary control switches; contoured front panels; new large oven.

Studio, apartment size model, 19½ in. wide; 4 surface units; full-size oven.

## NEW PRODUCTS

### 1953 Air Conditioning Lines



**GIBSON Air Conditioners**

Gibson Refrigerator Co.,  
Greenville, Mich.

Models: 3 new Gibson room air conditioners—¾, ½ and ¼ h.p. models.

**Selling Features:** ¾ h.p. model, for rooms up to 475 sq. ft. extracts 2½ pts. moisture every hr.; twin top-air vents on grilled top provide gently flowing cool air to every part of room; 2 finger-tip panels at top conceal controls; ¾ h.p. hermetically sealed-in-oil compressor; operates on 115-50 cycle or 220-60 cycle. Cabinet is 30 in. deep, 26½ in. wide, 16½ in. high, projects into room a little over food; Baffin beige finish.

½ h.p. model is for rooms up to 350 sq. ft.; and the ¼ h.p. for rooms up to 250 sq. ft.



**HOTPOINT Air Conditioner**

Hotpoint Co.,  
5600 W. Taylor St.,  
Chicago, 44, Ill.

Device: New ¾ room air conditioner No. EY-75.

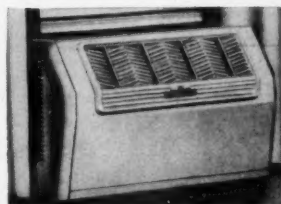
**Selling Features:** Cools up to 500 sq. ft.; exhausts stale air at 200 cfm; automatic thermostat regulates cooling operation and maintains constant desired temperature selected by user. Permanent air filters can be cleaned and used again. Filters screen out dust, soot, smoke particles and removes over 90% air-borne pollen.

Cooling effect can be adjusted to any desired speed by opening exhaust vent; twin air blowers equipped with adjustable louvers move air at 900 ft. per min. without drafts. Compressor does not have to operate to exhaust room air or take in fresh outside air—cool outside air can be brought in with only ventilating system operating.

Designed to fit windows from 27 to 48 in. wide; protrudes 9½ in. into room; can be installed from within using simple mounted platform

with outside wall braces requiring no screws.

Hermetically-sealed ¾ h.p. compressor; removes 8,800 btus an hr.; over 7 gal. water extracted every 24 hrs., passing over triple evaporator and condenser coils. Large drain tube used as return duct for this moisture eliminates spitting and rushing, provides positive drainage. Availability: Available in only 4 southeastern and southwestern market areas during 1953. Nationwide distribution on large scale planned for 1954.



**MITCHELL All-Purpose Air Conditioner**

Mitchell Mfg. Co.,  
2525 Clybourn Ave.,  
Chicago, 14, Ill.

Device: Mitchell window type packaged room air conditioner with a heating element added to heat room air when needed.

**Selling Features:** Heating element—"Dyna-Heat" is designed to give instant heat and is not affected by outside temperatures; provides supplement heat; single control knob, called "Weath'r Dial" switches unit to any of 7 levels of comfort conditioning—"Dyna-Heat," "Arid-Dryer" "Nite-Cool," "Mitchell Ventilate" and "Cool and Exhaust"; 4-direction-air louver system allows cool or hot air to be directed up, down, to either side, all in one direction or in 4 separate directions.

"Dyna-Cool" creates a sharp temperature drop to room comfort for immediate heat relief by means of a compressor and refrigeration system.

"Arid-Dryer" for "muggy day" use—converts unit into a dehumidifier.

"Nite-Cool" provides a lower adjusted level of cooling for days and nights that are warm without being hot.

"Mitchell Ventilate" brings filtered fresh air from outside in spring, winter summer or fall.

"Cool and Exhaust" whisks away odors and stale air. Exhaust also operates without cooling.

Fits compactly in window; cabinet finished in Decorator's Beige; available in 5 models—¾ h.p., 115 volts; ½ h.p., 230 volts; ¼ h.p., 208 volts; 1 h.p., 230 volts; 1 h.p., 208 volts.



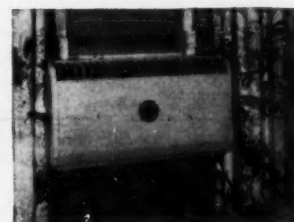
**G-E Air Conditioners**

General Electric Co.,  
310 W. Liberty St.,  
Louisville, 2, Ky.

Models: 2 new room air conditioners, FA-55B and FAO75A.

**Selling Features:** Both models will adjust themselves automatically to room temperature changes. Refrigerating mechanism, controlled by a thermostat, adjustable to any of 6 settings, by means of plastic dial on front base of cabinet. Thermostatic control turns refrigerating mechanism off when room drops below selected temperature, and turns it on again when it rises 2 or 3 degs above that level; a ventilating fan circulates air after mechanism has been cut off. The units dehumidify as they cool, filter dust and dirt and reduce air-borne pollen; 3 circular, louvered vents behind wire-mesh grille can be rotated independently to channel air flow in any direction. A dial at top left makes it possible to turn on conditioner or ventilating fan only; dial at top right controls damper to admit fresh air from outside.

Designed for easy window installation; may also be adapted for through-the-wall or cabinet-type installation. Tan and beige baked enamel cabinets; front grille has plastic frame. FA-55B, ½ h.p. model operates on 110 volts; for rooms up to 300 sq. ft. FA-75A, ¾ h.p. model is available for 110 volt or 220-volt operation; recommended for rooms up to 500 sq. ft.



**FLOATINGAIR Air Conditioner**

Friedrich Refrigerators Inc.,  
San Antonio, Texas.

Device: Floating Air window type air conditioner.

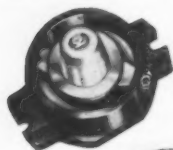
**Selling Features:** Powered by Friedrich patented ¾-ton Floating Air system of refrigeration; adjustable AirFlow control with 24 vertical louvers, 3 horizontal louvers which make possible selective distribution of refrigerated air to suit individual taste and for more efficient air direction in various shaped rooms.



## Major Electrical Contractor Cheers KLIXON Protectors as "Outstandingly Effective!"

NORFOLK, VA.: Archie L. Crockford, Service Manager of Caddell Electric Company, is unstinting in his appraisal of KLIXON Protectors. What's more, Mr. Crockford's authoritative experience is such that there's plenty of weight behind his words:

"As one of the largest fractional horsepower motor repair shops in the Norfolk area, we have found that KLIXON Protectors do an outstanding job. We are authorized service agents for nine nationally-known makes of electric motors, and repair approximately 10,000 motors per year from pumps, oil burners, washers, refrigerators and similar applications. In our opinion, KLIXON Protectors effectively prevent motor burnouts."



Manual  
Reset

Automatic  
Reset



### Klixon Protectors Maintain Customer Confidence by Preventing Motor Burnouts

The KLIXON Protectors illustrated are built into the motor by the motor manufacturer. They keep motors in such equipment as refrigerators, oil burners, washing machines, etc., working by preventing the motors from burning out. Reduce motor service calls and repairs... and give a boost to customer goodwill... by requesting equipment with KLIXON-Protected motors.

# KLIXON

**SPENCER THERMOSTAT**  
Division of Metals & Controls Corp.  
2512 FOREST ST., ATTLEBORO, MASS.

## NEW PRODUCTS

### 1953 Freezer Lines



**HOTPOINT Freezers**

Hotpoint Co.,  
5600 W. Taylor St.,  
Chicago, 44, Ill.

Device: 3 new 1953 food freezers EH-8, EK-15 and EK-23.

Selling Features: Capacities 8, 15 and 23 cu. ft. respectively with frozen food storage capacities of 280 lbs. for EK-8 to 819 lbs. in EK-23. Freezing capacities from 73 lbs. every 24 hrs. in smaller models to slightly over 130 lbs. in EK-23.

A convenient compartment for freezing fresh foods at right end of all models. Other features include hermetically sealed freezing units; alarm signal that indicates if power is interrupted; thermometer in one of the wire baskets; interior lights. EK-23 has 2 separate lids. From 2 to 5 storage baskets are provided depending on size. Vertical separators in lower sections facilitate loading. New exterior styling includes flat counter-high tops; chrome-plated combination handle-locks; counterbalanced lids; handle-locks automatically latch units closed with only gentle pressure.



**GIBSON Freezers**

Gibson Refrigerator Co.,  
Greenville, Mich.

Models: Model HFU-110, 11.07 cu. ft. upright food freezer has been added to Gibson freezer line.

Selling Features: "Kitchen-size" up right has new Stay-packt shelves that tilt back, preventing packages of food from sliding forward when stacked; 5 refrigerated surfaces for faster freezing process; "Tilt-out Take-out Bin" lifts easily to kitchen workspace; door racks at eye-level; jet-packed insulation keeps "way-below zero cold" inside."

Other food freezers in 1953 line are HF-100, 10 cu. ft.; HF-140, 14 cu. ft.; HF-200, 2-compartment 20-

cu. ft. model; HFU-180, 18 cu. ft.; HFU-250, 25-cu. ft.; and HFU-320, 32 cu. ft. model.



**G-E Freezers**

General Electric Co.,  
310 W. Liberty St.,  
Louisville, 2, Ky.

Models: 2 new G-E food freezers—a 14 cu. ft. upright, No. UA-14; and a 7 cu. ft. chest type No. HA-7.

Selling Features: UA-14, upright, has a 490 lbs. capacity; quick-freezes up to 75 lbs. in 24 hrs.; takes up same amount wall space as large refrigerator; has 3 refrigerated aluminum shelves; 2 aluminum bar-type adjustable shelves; 5 door shelves with aluminum fronts. Other features include 2 sliding wire baskets, storage well at base of cabinet; adjustable temperature control; automatic interior light; outside signal light indicating proper functioning and trigger-action latch with lock.

HA-7, 7-cu. ft. chest-type model is 38 in. high, 33 in. wide; 2 wire baskets; 245 lbs. capacity; can quickfreeze up to 45 lbs. in 24 hrs.

An 11 cu. ft. chest model No. HA-11, completes line.



**FRIGIDAIRE Freezers**

Frigidaire Div.,  
General Motors Corp.,  
Dayton, 1, Ohio

Device: Two new food freezers HR-92 and HR-132.

Selling Features: HR-92 has 9.2 cu. ft. capacity; HR-132 has 13.2 cu. ft. capacity; streamlined styling; flat-top provides extra work surface; both models counter high; extra-thick sealed insulation in top has 5 in. fibrous glass, moisture will not condense on top, eliminating need for built-in heaters or other devices to keep it dry.

Roomy frozen food storage com-



# PROOF THAT NORGE MEANS BUSINESS FOR '53

## STARRING THE WORLD'S MOST ADVANCED HOME APPLIANCES!

Those new '53 Norge  
models are just the  
ticket for bigger sales!

They're backed by the  
broadest advertising  
campaign in Norge History!

Keep your eye on those  
new Norge products.  
They're sure to be a hit!

Norge's new promotion  
plans will pack 'em  
in the aisles!

You can't beat Norge's  
full line for real  
dealer pay off!

SEE YOUR  
**NORGE**  
DISTRIBUTOR  
FOR A  
PREVIEW OF  
THE COMPLETE  
LINE FOR 1953

# NORGE

*-the line that pays off  
for the dealer*

DIVISION OF BORG-WARNER CORP.  
MERCHANDISE MART  
CHICAGO 54, ILL.

partments have convenient freezing compartment on right side, refrigerated on sides and bottom for quick freezing; handy sliding storage baskets; movable dividers in larger model provide easier stacking of 462 lbs. food. Smaller model holds 322 lbs.

Long-life Neon safety signalite mounted on cabinet front glows to indicate food is safely stored at zero temperatures; interior light recessed in freezer top; concealed cooling coils built into front back and sides of cabinet are spaced closer at top; self-cleaning condenser; 4-in. fibrous glass insulation around walls and bottom of storage compartment; sealed, self-oiling Meter-Miser.

Both are 36 in. high, 31 in. deep. HR-92 is 53½ in. long; HR-132, 70½ in. long.

In addition, an 18 cu. ft. model will be continued in line.



**PENNWOOD Numechron**

Pennwood Numechron Co.,  
Pennwood Bldg.,  
7249 Frankstown Ave.,  
Pittsburgh, 8, Pa.

Model: Vanitie No. 400C.

**Selling Features:** Mirror cased Numechron clock 4½ in. high, 7 in. wide, 4 in. deep, weighs 3½ lbs.; available in 3 finishes crystal clear, rose gold and Danube blue; self-starting, numeral clock movement operates on 115 volts, 60 cycles, a.c.



**HOTPOINT Dehumidifier**

Hotpoint Co.,  
5600 W. Taylor St.,  
Chicago, 44, Ill.

**Device:** Hotpoint portable room dehumidifier.

**Selling Features:** New plug-in unit requires no special wiring, plumbing or permanent installation; can be used in any room of house to drive air, prevent mold, mildew, rust warpage; entire unit, including reversible water container finished in gray enamel; ½ h.p. motor operates air circulation fan and refrigeration system; Freon 12.

Reversible water pan collects condensed moisture, pollen, dust; has 22 pt. capacity; can be emptied periodically or connected by rubber

## NEW PRODUCTS

hose to floor drain; circular aluminum coils for maximum surface exposure; operates on same principle as room air conditioner—moisture laden air is drawn through unit by fan, passes over refrigerated coils where moisture, pollen, dust are condensed and channeled to rust-proof water container. Dried air is then blown back into room; works most effectively at temperatures from 65 to 90 degs. with 50% humidity or above.



**HOOVER Tank Cleaner**

The Hoover Co.,  
North Canton, Ohio.

**Device:** Hoover tank cleaner with suction regulator.

**Selling Features:** Designed to overcome difficulty of vacuuming carpets with long-cut pile or long-looped cotton, suction power has been increased 30%, and according to manufacturer a jump in cleaning effectiveness of 25%.

Suction regulator is a sliding valve located in handle end of Veriflex hose; also helpful in cleaning draperies.

Other features include improved method for holding larger disposable paper bag so it is easier to insert clamp into place; cleaner can also be used without disposable bag, as cloth bag is provided to surround and reinforce the paper bag.

Hoover No. 42 tank weighs 14½ lbs.; all-metal shell finished in beige hammertone enamel with dark blue end covers, handle hardward and strap handle.

Tools include the Veriflex hose, 2 extension tubes, rug nozzle, furniture brush, bare floor brush and crevice tool.



**G-E Dishwashers**

General Electric Co.,  
310 W. Liberty St.,  
Louisville, 2, Ky.

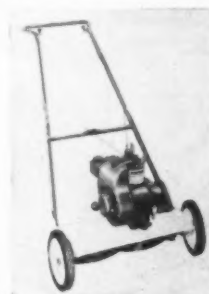
**Model:** New G-E 1953 dishwashers No. UC-120A undercounter model, and SE-120A combination sink-dishwasher.

**Selling Features:** New control

mechanism makes it possible to repeat, skip, or interrupt any stage in automatic cycle, permitting double washing of heavy soiled pots and pans; fast washing of lightly soiled glasses; and pre-heating plates for serving hot food.

Other features include greater capacity for tall glasses and dinner plates, and restyled trim and control panel. UC-120A undercounter model is top-loading, front-opening unit; can be installed under new or existing counter tops; once started, it automatically pre-rinses, washes, triple, rinses, dries and shuts itself off. Red indicator light over control dial turns off to signal completion of cycle. An enclosed sheath-type element maintains wash water at temperatures hotter than hands can stand and heats air for drying cycle; 3 changes of water during rinse stage.

SE-120A combined with a sink, dishwasher slides under drainboard on right side; has handy storage space and door towel rack under sink; an improved 1-control faucet is featured—moving single lever up or down controls amount of water delivered, and from side to side determine hot and cold water mix. Other features include drain opening sized to accommodate food waste disposer (installation optional); soap-saver shelf; acid-resistant porcelain sink and work surface; built-in faucet aerator. Sink is 48 in. wide.



**PINCOR Mowers**

Pioneer Gen-E-Motor Corp.,  
5841-49 Dickens Ave.,  
Chicago, 39, Ill.

**Models:** 13 Pincor mowers in the 1953 line.

**Selling Features:** The line includes 18-in. standard and deluxe models for average size lawns with 4 cycle, 1.6 h.p. engine. 21-in. standard and deluxe models for larger lawns with 5 blade, 5 spider reel of hardened steel; a 21-in. supreme with 2 h.p. engine, and a 22-in. model with 2 h.p. engine; a 17-in. rotary type mower with 1.2 h.p., 2 cycle, vertical type gas engine; all reel models have automatic self-sharpening. P-22 has built-in lever; other models make use of sharpening belt to reverse reel; cutting height adjustments from ¼ in. to 2½ in. on reel type mowers. New multi-grip tubu-

lar steel handle for easy of guiding on most models.

Model shown the Pincor 21-in. deluxe, features a recoil starter, streamline guards covering belt and chain, multigrip handle, 1.6 4-cycle Pincor engine.



**EVERSHARP Mowers**

Midwest Mower Corp.,  
1006 Olive St.,  
St. Louis, 1, Mo.

**Models:** 2 new rotary power mowers have been added to 1953 Eversharp line.

**Selling Features:** "Comet" leader of line, an 18-in. rotary with 2 cycle, 1.6 h.p. engine; features mulching type precision ground, tool steel blade which eliminates need of raking; automatic clutch designed to protect engine crankshaft and a heavy gauge unbreakable steel housing; adjustable from ¼ in. to 2½ in.; a 2 piece tubular steel handle; ball bearing wheels with semi-pneumatic tires. Also available with a 4-cycle, 4 h.p. vertical shaft engine.

"Deluxe," for larger lawns, a 21-in. rotary with 2 h.p. vertical shaft engine; same features as "Comet."

For smaller lawns Eversharp offers an 18-in. electric rotary No. 105; equipped with standard make ½ h.p. motor; 3450 rpm, and incorporates all features of "Comet."



**DELTA SHOP**

Delta Power Tool Div.,  
Rockwell Mfg. Co.,  
400 N. Lexington Ave.,  
Pittsburgh, 8, Pa.

**Device:** New multi-purpose tool for home workshop.

**Selling features:** Entire assembly built around a tilting arbor circular saw; the blade, rather than the saw table, can be tilted for angle cuts; other components include a drill press, a jointer and a sander; entire unit is 3 ft. square and is said to be capable of performing most wood-working operations normally done in a full scale home workshop.



*Announcing...*



**Another  
Hamilton  
Exclusive**

# Fabri-Dial\*

T E M P E R A T U R E C O N T R O L

The originator of the automatic clothes dryer proudly introduces Fabri-Dial—a Hamilton exclusive that eliminates vague, old-style temperature controls. Fabric types appear right on the Fabri-Dial. Dial the fabric you intend to dry and you automatically select the perfect drying temperature!

## **Another Exclusive Hamilton Feature**

Carrier-Current Air Circulation, Sun-E-Day Lamp, Hi-Power Exhaust—and now—Fabri-Dial! Hamilton continues to pioneer exclusive features which make the Hamilton story the most powerful selling story you can tell.

## **Another Exclusive Free Promotion**

Never before a promotion like this! Hamilton is supplying free Fabri-Dials to keep distributor and dealer stocks up-to-the-minute—and—extra Fabri-Dials for free installation on dryers sold in the past few weeks. A good-will-builder... a live-lead-getter to help Hamilton Dealers make extra dryer sales!

\*T.M. Reg.

**Hamilton**  
the original  
**AUTOMATIC CLOTHES DRYER**  
Gas and Electric Models

As thousands of dealers have profitably learned—

*You always get more help from Hamilton*

Contact your local Hamilton distributor for your supply—today!

*Hamilton Manufacturing Company*  
TWO RIVERS, WISCONSIN





## SEVEN KEYS TO A NEW MARKET



Dealers everywhere are right on the doorstep of big business. Just inside are some of the greatest sales and profit opportunities ever offered to retailers. Virtually untouched, this market is ready to be opened by smart merchandisers.

The right combination of keys—and you're in.

RCA Room Air Conditioning has all the keys to make your entrance easy. Seven

new models to fit every size room—every size budget—every dealer's needs.

They're styled right, priced right and are right in every way to move fast in a fast moving market. And don't forget, this market is new. People are just becoming conscious of the fact that an *air conditioned* room is as important as a *well heated* room!

To make your sales job easier there is nothing like an accepted name in a new

market. RCA has built consumer-confidence over a long period of years. With the RCA Service Company to provide installation and service, the purchaser has complete assurance of efficient operation . . . the dealer has the assurance of a clean sale and full profit.

The keys will be ready soon—to open up a whole new field of sales and profits in room air conditioning for you in 1953.



## RCA Room Air Conditioners

RCA VICTOR DIVISION  
RADIO CORPORATION OF AMERICA





### SPARTON TV Sets

Sparton Radio-Television Div.,  
Sparks Withington Corp.,  
Jackson, Mich.

Models: 3 new Sparton TV consoles—Courtney, Carrington and Cambridge.

**Selling Features:** Courtney, 21-in. picture type; has 27 tube Cosmic Eye chassis; complete with Ultra-Range tuner; can be adapted for UHF by replacement of tuner strips; limed-oak veneer cabinet; built-in folded dipole antenna eliminates need for outside installations in many strong signal areas.

Carrington, 21-in. has Selector-Beam channel indicator to show channel number being received even in darkened room; Ultra-Range tuner that can be adapted for UHF; 27-tube Cosmic Eye chassis; mahogany or blond cabinet.

Cambridge radio-TV-phono combination; has 21-in. screen; 27-tube Cosmic Eye TV chassis; 8-tube AM-FM radio; and a Tri-o-matic record changer that plays all 3 speeds; available in blonde or mahogany veneer; fold in left-hand door for compactness when opened.



### MAGNAVOX TV Console

The Magnavox Co.,  
Fort Wayne, Ind.

Device: Cosmopolitan-21 TV console with doors.

**Selling Features:** 21-in. optically-filtered screen eliminates glare, cuts down eyestrain; tube and filter slanted, deflecting room reflections; Magna Lok circuit automatically stabilizes images; Magnavox tuner brings picture and sound into simultaneous focus; affords long distance reception through Magna-powered long distance TV chassis employing 21 tubes including 2 rectifiers; engineered for easy inside-the-cabinet installation of a Magnavox all-channel UHF tuner.

Other refinements include clearer,

## NEW PRODUCTS . . TV and RADIO

sharper, steadier picture, AGC; 12-in. Magnovox high-fidelity speaker mounted on inclined baffle; "personalized tone control" knob; cabinet has paneled doors which fold back against sides; available in mahogany or oak. Invisible casters make console easy to move around.

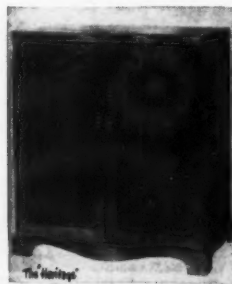


### SYLVANIA TV Combination

Sylvania Electric Products Inc.,  
Radio & Television Div.,  
254 Rano St.,  
Buffalo, N. Y.

Model: The Lexington, No. 178, combination console.

**Selling Features:** 21-in. deluxe combination AM and FM radio and 3-speed phono; features HaloLight, border of light surrounding picture screen and Stratopower "508" chassis; hand-rubbed mahogany veneer cabinet, rosewood grained doors; available with built-in all-channel uhf reception; mahogany or blond.

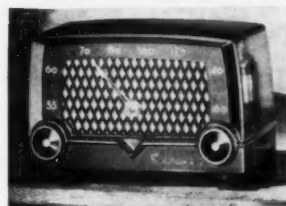


### MATTISON TV Console

Mattison TV & Radio Corp.,  
893 Broadway,  
New York, 3, N. Y.

Model: "The Heritage" console.

**Selling Features:** Illuminated channel selector light is part of mahogany cabinet; cabinet has built-in insulated compartment to prevent damage to top from chassis heat; equipped with Mattison Silver Rocket 630 chassis which includes a Cascade circuit tuner with provision for uhf; Parallox distortion corrected deflection yoke for sharp edge-to-edge focus; tuneable built-in booster-broad band pre-amplifier; 32 tubes; 4 megacycle overall video IF band. Genuine mahogany cabinet had paneled doors with crotch mahogany design.



### CROSELY Radio

Crosley Div.,  
Avco Mfg. Corp.,  
1329 Arlington St.,  
Cincinnati, 25, O.

Model: Crosley "Dynamic" radio No. E-10.

**Selling Features:** Has 4-tubes plus one rectifier and 2 iron core IF transformers; incorporates drift-free tuning; clear tone speaker; AVC; built-in antenna; a.c. or d.c.; weighs 5 lbs. and measures 6½ in. high, 10½ in. wide and 6½ in. deep.

Available in white, blue, maroon and chartreuse cabinet.



### ROLAND Radio

Roland Radio Corp.,  
Mt. Vernon, N. Y.

Model: Roland table radio.

**Selling Features:** 5-tubes; a.c.-d.c. superhet; ferrite loop antenna; avc; Alnico V speaker; available in ebony, mahogany or ivory plastic cabinet.

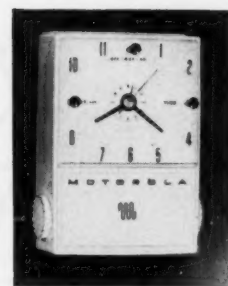


### SPARTON Radio-Phono

Sparton Radio-Television Div.,  
Sparks Withington Corp.,  
Jackson, Mich.

Device: Sparton 1300 radio-phono combination.

**Selling Features:** 6-tube Sparton AM radio and Trio-o-matic record changer; Equasonne system provides high-fidelity sound reproduction with pin-point vernier tuning; phono plays 3 speeds; and intermixed 10 and 12 in. records of same speed; mahogany or blonde console.



### MOTOROLA Pin-Up Clock-Radio

Motorola Inc.,  
4545 Augusta Blvd.,  
Chicago, 51, Ill.

Model: Motorola pin-up clock-radio, No. 52CW.

**Selling Features:** Attaches to wall with 2 wall hooks that can be pressed into plaster or wood surfaces; clock and radio housed in shallow rectangular case; white faced dial located at top; lower portion contains superhet radio and speaker grille; clock is fitted with sweep second hand, timer that turns on programs automatically; numerals big enough to be seen across large room; mirror-faced control knobs; available in cherry, off-white, leaf or citron case.



### KNIGHT Tape Recorder

Allied Radio Corp.,  
833 W. Jackson Blvd.,  
Chicago, 7, Ill.

Device: Knight tape recorder for home use.

**Selling features:** "Automatic keyboard control"; 5 piano-key type pushbuttons permit quick, simple selection of operating functions including fast forward, playback, stop, record and fast reverse. 2-speeds and dual-track recording head provide 4 recording times—at slow speed 3.75-in. per sec. a 7-in. reel records continuously for 1-hr., and 2 hrs. by using second half of tape width. Recordings may be made from microphone supplied, or direct from any radio, FM tuner or phono; playback is through built-in amplifier and 5x7 in. oval speaker. 2-tone green, luggage-type case; weighs less than 22 lbs.; comes complete with crystal microphone, 8-ft. microphone cable; 600-ft. reel of type "A" tape 5, in. take-up reel and all tubes.



## LET'S PLAY

When we were growing up there was always one kid who could run faster, jump higher and throw farther than anybody else. He led the parade in "Follow The Leader" and usually captained the sand-lot baseball team. It wasn't difficult to spot him.

Times have changed. Competition is stiffer. It's tough to pick the standout performers now. Even the Big Leagues rely on professional scouts to single out a Ted Williams from the thousands of baseball hopefuls each spring.

Other pro's, in the publishing business, recognize professional performance better too. They watch **ELECTRICAL MERCHANDISING** . . . even quote it in their newsletters. Watch what they do in their own advertising efforts.

**SERVING THE**



# FOLLOW THE

# LEADER

The leading consumer publications use ELECTRICAL MERCHANDISING regularly. The three leading national weekly magazines use it. The four women's service magazines use it. The "World's Greatest Newspaper" and other famous publications advertise in ELECTRICAL MERCHANDISING regularly. All of these publications know how to compete for audiences. They know editorial quality gets the audiences which makes advertising effective. They demand such editorial quality behind their own promotion efforts. More of them use ELECTRICAL MERCHANDISING exclusively than any other appliance-radio-TV publication.

These pro's want to reach the people who market appliances and radio-TV sets. They need selective circulation to do it. The easy-to-read merchandising features which make 32,800 dealers and distributors

buy it also make it the favorite of the publishing pro's. And . . . 8 out of 10 subscribers read the ads regularly . . . 9 out of ten subscribers find the ads helpful.

No wonder ELECTRICAL MERCHANDISING is the Pro's Choice!

ELECTRICAL MERCHANDISING isn't all things to everybody. It couldn't be. But, if you want to reach America's leading dealers and distributors . . . If you'd like to tell your product story to a responsive, promotion-minded audience . . . If you'll go along with the judgment of the publishing pro's . . . then use ELECTRICAL MERCHANDISING. It's the Industry's Best Seller. It can help you build and maintain distribution and cut selling costs. Use it regularly to do your best selling job.

**APPLIANCE-RADIO-TV INDUSTRY**

 **ELECTRICAL**   
**MERCHANDISING**

A MCGRAW-HILL PUBLICATION, 330 WEST 42ND STREET, NEW YORK 36, N. Y.



# LOWEST PRICED

**9 cubic foot refrigerator for 1953!**

Most sales features!

Biggest profit potential!

Hottest new member of the Gibson line!

See your Gibson Distributor!

**THE NEW**

***Gibson***

GIBSON REFRIGERATOR CO. • GREENVILLE, MICHIGAN

# TRADE REPORT



TED WEBER, JR.

News Editor

Market visitors will be . . .

## Shopping for More than Merchandise

Two straws in the wind say that an unusual number of folks are going to come rolling in to the January markets in Chicago, January 5 to 16, and the causes are, to-wit:

A ferment, churned up by amalgamations of appliance manufacturers during the past year—and hints of more to come—is echoed endlessly down the line among distributors and big retail outlets. To continue with Line A, a firm must toss out Line B, and these worthy gentlemen want to confer with the brass hats to know where they stand.

Secondly, the revolution of mechanical change in appliance creation appears to be softly tapering off. Those who have tramped the aisles of former markets have seen fewer and fewer marvels springing red hot from the foreheads of inventors.

What is coming over the hill now is style and design, with a touch of color. Appliances are starting to repeat the experience of age old furniture, which, with nothing radically new to offer, leans on these eternal factors to create obsolescence.

"Sixty-one per cent of present day furniture is modern," declares Frank

- It's information that appliance men will be looking for when they assemble in Chicago on January 5 for the annual markets

- They've got two questions: what effect will mergers and expansions have on them—and what's ahead in appliance style and design

S. Whiting of the Furniture Mart, "against 40 percent prewar, and it is likely to rise to 80. There has been a rise in the use of blond woods. All this makes a home look old fashioned and out of date even while the furniture is still usable. It speeds replacement. I think this is going to take place in the appliance field with respect to styling."

Appliances have no tradition behind them as furniture does, Whiting says, and may branch off in a number of original ways. Kitchen cabinets and television are subject to the same influences as furniture, and style, design and color may be highly influential in causing future sales. "The

so-called fashion factor will have a mighty pull in bringing in visitors to the winter markets.

Now down to the mundane details of what's what at the first two winter markets:

**Merchandise Mart.** General Electric is barging into the foreground with a complete display of its major appliances on the eleventh floor, with a grand opening, soft lighting, and probably door prizes to attract visitors. Added to its electronic and electric housewares displays which opened in previous years, this completes the G. E. triumvirate. Magnavox has moved to a new spot to make room for GE. With Westinghouse, Hoover

and Norge in the building, one can see a lot of this January market without ever putting on one's hat.

The appliance exhibits are mostly to be found on the eleventh and fourteenth floors.

There is parking space for 1,200 cars in the vicinity—if you come early—and the elevated and Wells Street cars pass the door. If there is no free bus service, it costs 45¢ for a taxi from the Palmer House. For places to eat, you can enjoy six kinds of doughnuts and coffee at the Daisy do-nut shop, enjoy lentil soup at Henrici's, one of Chicago's oldest eating places, or scrounge an admission ticket to the Merchants and Manufacturers Club. Incidentally, you can buy tickets home at the Mart, or visit radio-TV shows, which are produced there.

**Furniture Mart.** A mile from the Loop, out where you can look at the wild waves swishing in from Lake Michigan, stands the nation's biggest display of furniture. For more than a quarter century it has been the country's citadel of furniture fashion. The fifth and seventeenth floors house most of the appliances at the show, although the fourth is also good to



ON THE LAKE—The Furniture Mart



ON THE RIVER—The Merchandise Mart



## Priced to Sell

in today's  
tough market

## SON-CHIEF Traffic Appliances

Toasters

Fans

Hot Plates

Combination Sandwich Grill

and Waffle Irons

Automatic Irons

Heating Pads

Heaters

## SON-CHIEF ELECTRICS Inc.

WINSTED, CONN.

Over 30 Years of Appliance Manufacturing



Your Trademark  
for the Best Quality  
and Service in  
**CORD SETS**

We specialize in power cables, harnesses and custom assemblies to government specifications.  
Write for brochure!

"National distributors and warehouse for ANACONDA sheath television and radio wires and cables"

**Columbia**  
**WIRE & SUPPLY CO.**

2850 Irving Park Road - Chicago 14, Ill.

visit. Here you can see the Westinghouse display that inspired the famous Foley Store in Houston, and meet a galaxy of brass hats there to visit with you.

You can get there by No. 57 bus, Navy Pier street car (catch it on Wabash Ave.) or by any of the free busses that in past years made the circuit from loop hotels. For provender, get an admission card to the club; and you can sit down and eat like a gentleman, otherwise, food wagons, cafeterias and fountains serve the hungry.

Added Attraction:—NARDA. The National Appliance and Radio-TV Dealers Association will hold its gathering at the Conrad Hilton hotel

January 11-12-13 with prominent appliance men from all over the country rubbing noses, asking questions, listening to speakers and telling secrets to each other. It's easily the most enthusiastic convention in the appliance business, from breakfast time on.

The NARDA convention will be preceded by another important trade meeting, the annual winter get-together of the American Home Laundry Manufacturers Assn. This convention will be held at the Morrison Hotel on January 3.

Chicago. The theatrical season will be in full blast in Chicago in January. While too early at this writing to list plays, last season's New York triumphs

are sure to be on hand. For those who like to see the loveliness of female flesh, Rush Street with its night spots will suffice.

All of Chicago's 135,000 hotel rooms will be filled the first week of the market. So unless you have reservations or your Uncle John lives there, better plan to come the second week, and write ahead for that room and confirmation now.

A resume of the National Housewares Show, to be held at the Navy Pier, Chicago, January 15 to 22, with its list of exhibitors, will appear in January's Electrical Merchandising. Thrifty guys will come to the markets late and catch all three for the price of one.

## Partial List of Market Exhibitors\*

### FURNITURE MART

Acme National Refrigeration Inc.	17/90
Admiral Corp.	526-28
Altorfer Bros. Co.	541-42
Armstrong Products Corp.	17/63
Arvin Industries Inc.	441-42

Barton Corp.	549-A
Bendix Home Appliances, Inc.	535-37-A
Bendix Radio Div., Bendix Aviation Corp.	545-D
Ben-Hur Mfg. Co.	540-B
Birtman Electric Co.	17/35-36
Blackstone Corp.	544-A
Boston Stove Foundry Co.	17/64

Caloric Stove Corp.	519
CBS-Columbia Inc.	17/55-56
Clements Mfg. Co.	17/68
Canlon-Moore Corp.	504
Cribben & Sexton Co.	538-A
Crown Stove Works	531
Canlon Bros.	17/105

Deepfreeze Appliance Div., Motor Products Corp.	5108
Detroit Vapor Stove Div., Borg-Warner Corp.	521-22
Dixie Foundry Co.	524
Duo-Therm Div., Motor Wheel Corp.	517
DuMont Laboratories Inc., Allen B.	217-218

Empire Appliance Co.	17-32
Estate Stove Co.	523
Evans Products Co.	541-B
Eureka-McWilliams Corp.	17/86-87

Fedders-Quigan Corp.	17/92-93
Fresh'nd-Aire Co. Div., Cory Corp.	17/106-A
Frigidaire Div., General Motors Corp.	508-09-A
Forgee Metal Products, Inc.	17/108-09

General Air Conditioning Corp.	17/37-38
Gibson Refrigerator Co.	525
Grand Industries	17/J-31
Gray & Dudley Co.	515-B

Hallcrafters Co.	544-B
Hamilton Mfg. Co.	1420
Hardwick Stove Co.	1530-31
Holland-Rieger Div., Apex Rotarex Corp.	17/98-99
Homak Mfg. Co.	17/39
Hotpoint, Inc.	533-35-B

Ice Cooling Appliance Corp.	810
Ideal Steel Products Co.	17/Q-116-117

\* ELECTRICAL MERCHANDISING has prepared this partial listings from information provided by the managements of the Furniture and Merchandise Marts and has made every effort to include all names of interest in the appliance, electric housewares, radio and television industries, but takes no responsibility for errors or omissions.

Inca Metal Products Corp.	17/124-25
Inland Steel Container Co.	17/52
International Oil Burner Co.	512-A
Ironrite, Inc.	511-A

Jackson Industries	17/118-119
James Mfg. Co.	17/R

Kelvinator Div., Nash-Kelvinator Corp.	513-15-A
King Refrigerator Corp.	17/33-34

Leonard Div., Nash-Kelvinator Corp.	513-15-A
Lewyt Corp.	17/K
Lindemann, A. J. & Hoverson Co.	17/P-42-43
Lonergan Mfg. Co.	514-B

Marvel Metal Products	17/88-89
Motorola, Inc.	505-07

Norge Div., Borg-Warner Corp.	521-22
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Odin Stove Mfg. Co.	511-A
One Minute Washer Co.	512-A

Palley Mfg. Co.	17/84-85
Philco Corp.	127
Phillips & Buttorff Mfg. Co.	630-31
Phoenix Sewing Machine Sales Corp. of America	17/65
Premier Stove Co.	513-B
Prentiss-Wabers Products Co.	549-A

Queen Stove Works Inc.	17/75-77
Quincy Stove Co.	17th Fl.

Raytheon Television & Radio Corp.	17/0
RCA-Victor Div., Radio Corp. of America	232-36 & 539-540-A
Roper, George D. Corp.	529
Royal Vacuum Cleaner Co.	17/102-103
Ryan Industries	17/110-111

Sanitary Refrigerator Co.	539-B
Servel Inc.	548
Skot Metal Products Corp.	17/U
Spartan Radio-TV Div., Sparks Withington Co.	509-B
Stiglitz Corp.	17/61-62
Sunray Stove Co.	17/J-31-54-54a

Sutton Corp., O. A., The Varnadofan Div.	17/M
Smith Corp., O. A.	536-B
Starbrand Corp.	17/O

Tappan Stove Co.	518
Tennessee Stove Works	516B
Thor Corp.	508-B

United States Stove Co.	17/57
Universal Major Elec. Appliance Co.	512-B

Voss Bros. Co.	17/78
Victor Products Corp.	17/69-70

Warmack Stove Co.	17/40
Welbilt Stove Co.	520

Westinghouse Electric Corp.	501-03 & 542-543-B
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Whirlpool Corp.	546-D
Womans Friend Washer Div., Central Rubber & Steel Corp.	17/53

Zenith Machine Co.	546-C
Zenith Radio Corp.	537-538-B

### MERCHANDISE MART

A. B. Stoves Div., Detroit Michigan Stove Co.	1128
Aladdin Industries, Inc. Vacuum Div.	1107
Aluminum Goods Mfg. Co.	1129
Aluminum Specialty Co.	1170
Amara Refrigeration, Inc.	1127
American Central Div. Avco Mfg. Corp.	1476
American Gas Machine Co.	11-108
Apex Rotarex Corp.	1472
Avco Mfg. Corp., Crosley Div.	1132

Basic Products Co.	1498
Bellvue-Stratford Television	1135
Bersted Mfg. Co., Div. of McGraw Electric Co.	1467
Birmingham Stove & Range Co.	11-115

Camfield Mfg. Co.	1102
Capehart-Farnsworth Corp.	1118
Carrier Corp.	1186
Casco Products Corp.	1175
Chimes & Signals, Inc.	1451
Coolerator Co.	11-107
Cordley & Hayes	1436A
Crosley Div., Avco Mfg. Corp.	1132

Dazey Corp.	14-104
Deepfreeze Appliance Div., Motor Products Corp.	1467
Detroit Michigan Stove Co.	1128
Dexter Co.	14-103
Dominion Electric Mfg. Corp.	1422
Dorby Company	1106-A
Dormeyer Corp.	1487
Dortch Stove Works Inc.	1111

Easy Washing Machine Corp.	1464
Economics Laboratory, Inc.	1177
Edgewater Steel Co.	1142
Eldredge Sewing Machine Co.	1468
Evered Co.	1149
Everhot Products Div., Tropic Aire, Inc.	1455
Farber, S. W. Inc.	1419-A
Fasco Industries, Inc.	1422
Florence Stove Co.	1458-9
Free Sewing Machine Co.	1460
Free Westinghouse Sewing Machine Co.	1460

General Electric Co., Air Cond. Div.	1144
Electronics & Tube Div.	1123
Major Appliances	1115-1117
Small Appliances	11-102
Tube Div.	1192

POINTER FOR WISE DEALERS!

# ALUMINUM makes the difference in APPLIANCE SALES!



**POINT OUT the Aluminum PARTS  
and you'll**

**POINT UP your appliance SALES!**

You don't have to sell "Mrs. Modern American" on the advantages of aluminum. She uses Reynolds Wrap, the original aluminum kitchen foil . . . appreciates aluminum in her home, her automobile, her utensils. Aluminum means *Modern Living* to today's housewife.

**TAKE ADVANTAGE OF ALUMINUM'S ADVANTAGES!**

Point out the aluminum features of your appliances to your customers. These are selling points that will help your prospects make up their minds. Tell your customers aluminum means better performance . . . and you'll clinch your sale *faster!* And, remember, this . . . appliances with aluminum parts give you fewer service problems.

**ALUMINUM FEATURES MEAN MORE PROFIT...**

**More Sales For You!**

**More Value For Your Customer!**

**SELL THE ALUMINUM FEATURES...**

**Aluminum Makes The Sale!**

Not only Refrigerators, but Home Freezers . . . Washers . . . Ranges . . . all appliances can be sold easier, faster, with more confidence by *pointing out the aluminum features and pointing up your sales!*

## Here's a Sample Selling Script:

(Clip this for ready reference)

"This refrigerator has the same capacity as the model we just saw, but let me show you the "Extra Plus" features of aluminum in this one—



- It has an aluminum evaporator unit for faster heat transfer... gets colder faster, defrosts quicker . . . it's rust and chipproof.



- It has aluminum ice trays that will never rust, stain, or corrode.



- Its aluminum shelves are light but strong, easy to keep clean, color-anodized for lasting beauty.



- This aluminum liner won't scratch or chip, wipes clean in a jiffy.



- Aluminum crisper pans and meat trays are non-toxic, won't chip or crack.



- The aluminum door-shelves are strong, attractively finished.



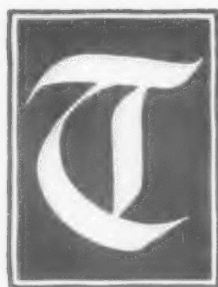
- The aluminum butter-keeper holds no odors, will never stain.

"Remember, aluminum looks better, lasts longer, costs you no more!"



# REYNOLDS ALUMINUM

ALUMINUM MAKES THE DIFFERENCE IN APPLIANCES



his has been a good year, and we at RCA VICTOR are grateful for it. We're mostly grateful to you—because after all, it was your skill, your interest and your knowledge that made it a good year. You always came through with the most important element in any business—the sale.

For this reason, and many others that come out of our day to day dealings, we would like to thank you, and wish you a very merry Christmas.



**B**ut no business, no matter how successful today, can stay that way without keeping an eye on tomorrow. To make sure that this coming year will be even better, RCA VICTOR has produced a new line of television sets. We're very proud of them; we believe they're the finest consumer instruments we've ever created.

**S**o we not only wish you a happy and prosperous New Year...we intend to help you make it so.

 RCA VICTOR   
Division of Radio Corporation of America

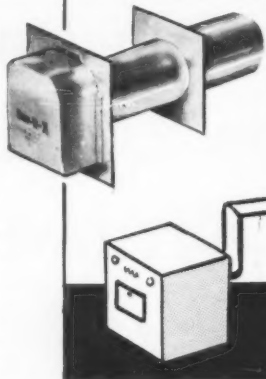
## DRY-R-X Clothes Dryer Exhaust VENTS Help satisfy Dryer Customers

### When your customer fears a fog

Your clothes dryer prospects have heard about moisture, heat and lint from their neighbors. They'll want assurance that they will not have this problem when you install their dryer, so...

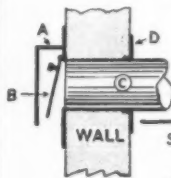
### Sell and install DRY-R-X

The DRY-R-X exhaust unit is the simple and economical way to eliminate moisture, heat and lint produced by most makes of dryers. The DRY-R-X is made of non-rusting aluminum and the design is completely weather and insect proof. Ease of installation with the dryer or by the customer makes for a quick extra sale.



### THE DRY-R-X KIT

The Dry-R-X kit contains (A) Weatherproof hood welded to 6" square mounting plate (B) Counter balanced automatic damper door (C) 12 inches of 3" starting pipe (D) Finishing plate for inside wall. Kit lists at about \$10.

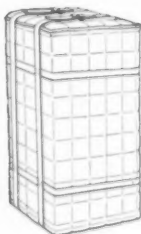


See your supplier or write us stating make and model of dryers

### DRY-R-X COMPANY

5525 Code Ave. • Minneapolis 10, Minnesota

## Do you carry Westinghouse appliances?



Carry them any distance—any time—with less risk of damage to parts and finishes. Use Webb Slingabouts or Wrapabouts for all makes of appliances. These protective packages are made of rugged canvas, thickly padded to absorb shocks. Inner layers of soft flannel prevent scratching. You can use them repeatedly to lower delivery costs.

### SLINGABOUT

In sizes for all brands of major appliances. Sturdy handlings for easy handling.

### WRAPABOUT

Adjustable canvas pads with flaps. Four models accommodate every style, shape or brand TV or radio set.



SEND  
TODAY

WEBB MANUFACTURING CO., 2918 N. 4th St., Phila. 33, Pa.

Send Slingabout and Wrapabout prices for model #

Name \_\_\_\_\_ make \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_  
Check \_\_\_\_\_  
Appliance \_\_\_\_\_  
Other \_\_\_\_\_  
(please specify)

General Mills, Inc., Home Appliance Dept.	1453-A	Tricolorator Co. Inc.	1498
Geuder, Paeschke & Frey	1492	Tuttle & Kift Inc.	1157
Gorgie Mfg. Co.	1401	Vermillion, W. R. Co.	1493
Hobart Mfg. Co., Kitchen Aid Div.	1492	Vischer Products	14-104
Hoover Co.	1417	Wagner, E. R. Mfg. Co.	1422
Hotpoint, Inc.	1456-57	Welco, Inc.	1433A
Hunt Heater Corp.	1136	Welmaid Products Inc.	14-111
International Appliance Corp.	11-116	Westinghouse Electric Corp.	262
Johnson, C. S. & Sons, Inc.	1158	Youngstown Kitchens by Mullins	1119
Kewaskum Utensil Co.	11-111		
Kisco Mfg. Co.	1492		
Knapp-Manarch Co.	1483		
Knox Stove Works Inc.	1134		
Landers Frary & Clark	1479		
LaSalle Lighting Products Inc., Heater Div.	1492		
Magic Chef, Inc.	1166		
Magnavox Co.	1126		
Manitowoc Equipment Co.	1422		
Manning Bowman Div., McGraw Electric Co.	1455		
Marine Electrolysis Eliminator Co.	1137		
Marlun Mfg. Co.	14-104		
Martin Co.	14-104		
Master Appliance Mfg. Co.	11-114		
McGraw Electric Co., Everhot Products Div.	1455		
Manning Bowman Div.	1455		
Toastmaster Prod. Div.	1455		
McMahon, R. S. Co.	1188		
Metal Ware Corp.	1411-A		
Modern Sewing Machine Co.	1440		
Monitor Equipment Corp.	1135		
Motor Products Corp., Deepfreeze Appliance Div.	1469		
Mullins Mfg. Corp.	1119		
Murphy Radio Ltd.	1174		
Murray Corp. of America	1124		
Mutschler Brothers Co.	1125		
Mirro Aluminum Co.	1129		
National Sewing Machine Co.	1468		
Naxon Utilities Corp., Appliance Div.	1402		
Necchi Distributors of Ill.	1195		
Nelson Machine & Mfg. Co.	1493		
New Home Sewing Machine Co.	1460		
Norge Div., Borg-Warner Corp.	234		
Northern Electric Co.	11-114		
Nutone, Inc.	1451		
Nye, Walter & Co.	1492		
Peerless Mfg. Co.	1485		
Perfection Stove Co.	1475		
Pollard, Frank L. Co.	1498		
Porter, J. E. Corp.	1498		
Proctor Electric Co.	1473		
Radaire Gas Heating Appliances	1136		
Ram Electronics Sales Co.	14-107		
Rauland Corp.	14-107		
Revere Clock Co.	1422		
Revere Copper & Brass Inc., Rome Mfg. Co. Div.	1463		
Rival Mfg. Co.	1492		
Robinson Heaters, Inc.	1136		
Rutenber Electric Co.	14-107		
S. K. Co.	1422		
Samson United Corp.	14-104		
Schwitzer-Cummins Co.	1422		
Scovill Mfg. Co.	1197-A		
Sessions Clock Co.	1409		
Silex Co., The	14-109		
Son-Chief Electronics, Inc.	1466		
Sparks-Withington Co.	1175		
Sperti-Parady, Inc.	1422		
Steinmetz & Kelly	1422		
Superior Electric Products Corp.	11-116		
Swartzbaugh Mfg. Co.	1498		
Swartzbaugh, Ted & Assoc.	1498		
Swing-A-Way Mfg. Co.	1498		
Telechron, Inc. Div., General Electric Co.	14-101		
Telequip Radio Co.	1174		
Temco, Inc.	1110		
Thermador Electrical Mfg. Co., Inc.	11-110		
Toastmaster Products Div., McGraw Electric Co.	1455		
Tracy Mfg. Co., Div. Edgewater Steel Co.	1142-3		

## Elna to Necchi

Necchi Sewing Machine Sales Corp. has acquired exclusive United States distribution rights to the Swiss-made Elna portable sewing machine.

For Necchi, acquisition of the Elna line gives the firm a chance to tap the heavy demand for portable machines in this country. In addition, Necchi is currently oversold on its own machines and in the Elna units will have an opportunity to supplement its supply.

For Elna, the new arrangement will give the machine its first widespread distribution in this country. Although introduced in this country in 1948, distribution has been limited; now the Elna will be marketed through Necchi's 1800 dealers and distributors.

A new corporation, Elna Corp. of America, Inc., has been formed to handle distribution of the Swiss units. Necchi officers hold corresponding executive positions in the new firm. Necchi president Leon Jolson said he expects to import 50,000 Elna units at a gross retail value of \$10 million within the next year. He said that Necchi will gross a record \$25 million at retail this year and that in 1953 the combined gross sales of both firms is expected to go well over the \$40 million mark.

### Scheduled Meetings

#### AMERICAN HOME LAUNDRY MFRS. ASSN.

Winter Meeting  
Hotel Morrison, Chicago  
January 3

#### CHICAGO WINTER MARKETS

Merchandise and Furniture Marts  
January 5-16

#### NAT'L APPLIANCE & RADIO-TV DEALERS ASSN.

Annual Convention  
Conrad Hilton Hotel, Chicago  
January 11-13

#### HOUSEWARES SHOW

Navy Pier, Chicago  
January 15-22

#### LOS ANGELES FURNITURE MARKET

Los Angeles  
January 26-30

#### 11TH INT'L HEATING & VENTILATING EXPOSITION

International Amphitheatre, Chicago  
January 26-30

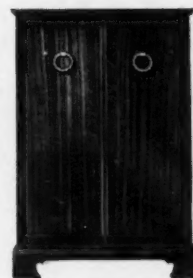
#### WESTERN WINTER MARKET

Western Merchandise Mart, San Francisco  
February 2-6

**Du Mont CLINTON**  
17" rectangular Du Mont tube. All-wood cabinet. Plex-tone finish in bracken brown or blond. Built-in antenna. **\$199<sup>95</sup>**



**Du Mont BEVERLY**  
21". Fine mahogany or limed oak veneers. Built-in antenna. **\$349<sup>95</sup>**



**Du Mont WAKEFIELD**  
21". Fine mahogany or limed oak veneers. Built-in antenna. **\$409<sup>95</sup>**

**NOW SELL 16 GREAT DUMONT TELESETS\* AT "STEP-UPS" FROM \$199.95 TO \$1,795.00\*\***

**Additional sets not shown:**

**Du Mont de Luxe DEVON**  
17". Plug-in for record player. Mahogany or limed oak veneers. **\$279<sup>95</sup>**

**Du Mont MILFORD**  
21". Mahogany or limed oak veneers. Built-in antenna. **\$279<sup>95</sup>**

**Du Mont RIDGEWOOD**  
21". Fine mahogany or limed oak veneers. Built-in antenna. **\$399<sup>95</sup>**

**Du Mont SHELburne**  
21". Period cabinet of fine mahogany veneers. Built-in antenna. **\$425<sup>00</sup>**

**Du Mont de Luxe WICKFORD**  
21". Plug-in for record player. Cabinet of fine mahogany veneers. **\$439<sup>95</sup>**

**Du Mont de Luxe BANBURY**  
21". Plug-in for record player. Fine mahogany or limed oak veneers. Also limed oak with raffia panels. **\$439<sup>95</sup>**

**Du Mont de Luxe WIMBLEDON**  
21". Plug-in for record player. Fine mahogany veneers. **\$479<sup>95</sup>**

**Du Mont de Luxe SOMERSET**  
21". Drawer for optional record player. Fine veneers in mahogany or blond. **\$489<sup>95</sup>**

**Du Mont de Luxe NEWBURY**  
21". Drawer for optional record player. Fine mahogany or limed oak veneers. **\$499<sup>95</sup>**

**Du Mont de Luxe WHITEHALL, Series II**  
21". Plug-in for record player. Fine mahogany veneers. **\$499<sup>95</sup>**

**Du Mont de Luxe FLANDERS**  
21". Plug-in for record player. French Provincial cabinet of fine fruitwood finish. **\$549<sup>95</sup>**

**Du Mont de Luxe ROYAL SOVEREIGN**  
30-inch direct-view Du Mont tube... world's largest. Built-in FM radio. Plug-in for record player. Hand-rubbed mahogany finish. **\$1,795<sup>00</sup>**



**Du Mont de Luxe DYNASTY**  
21". Chinese Chippendale cabinet of fine mahogany veneers. Drawer for optional record player. **\$525<sup>00</sup>**

# ONLY Du Mont GIVES YOU this great combination of SALES FEATURES AND PROFITS!

These are the features which make possible finer pictures, cabinets and sound at every DuMont price... DuMont's "PROOF YOU CAN SEE". They provide new profit opportunities at greater discounts for every holder of the *Selective* DuMont Dealer Franchise!

**DuMont receives more!**

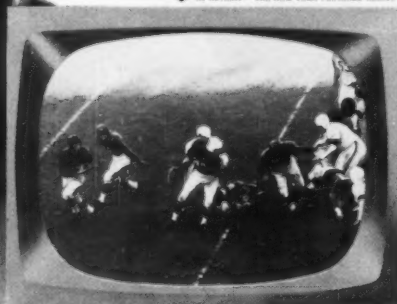
**NEW DUMONT CASCODE TUNER.** Clearest local or distance reception! **"PICTURE GUARD"** that rejects interference! **CONTRAST BOOSTER.** Greatly increases picture contrast! **FRINGE AREA RECEPTION.** High-powered circuits for full range picture! **SINGLE TRACK RECEPTION.** Picture and sound automatically matched in power and clearness!

**DuMont gives more!**

**DUMONT SELFOCUS\* TUBE.** Clearest automatic focus in television! Clear from edge to edge! **FULL RANGE PICTURE.** Sharp, detailed, full picture tone-range! From black to white! **4-WAY GLARE REJECTION.** Anti-glare tube face, cylindrical surface, tilted tube and safety glass! **RICHER TONE SOUND** from DuMont sound system and cabinet construction! **OVER-SIZED PARTS.** For stable performance, longer life! **CABINET CRAFTSMANSHIP.** Outstanding in design, heavier woods, stronger construction! **QUALITY CONTROLS.** More tests of quality from materials to sales floor for lasting satisfaction!

SEE MAJOR LEAGUE FOOTBALL AT THE STADIUM.  
IF YOU CAN'T, THEN SEE IT ON DUMONT TELEVISION!

IN ACTION!—THE NEW YORK FOOTBALL GIANTS



\*\*All prices are suggested retail, subject to change. No extra charge for Warranty and Federal Excise Tax on mahogany finish. Prices slightly higher in the South and West. Limed oak or blond model prices slightly higher than shown.

\*Trade Mark

**DU MONT**  
**QUALITY**  
Teleset prices now begin at **\$199<sup>95</sup>\*\***

**PROOF YOU CAN SEE IS PROOF YOU CAN SELL!**

## THE SELECTIVE DU MONT FRANCHISE

*is more valuable than ever today!*

ASK YOUR DUMONT DISTRIBUTOR FOR FULL DETAILS, OR WRITE TO: Allen B. DuMont Laboratories, Inc., Television Receiver Division, East Paterson, N. J.



If your product is *here*

your motor is  
*here!*

DISPOSAL UNITS

DRYERS

IRONERS

WASHERS

STOKERS

BLOWERS

OIL BURNERS

COMPRESSORS

VENTILATING UNITS

BENCH TOOLS

WATER PUMPS

MILKING MACHINES

CREAM SEPARATORS



Now, more than ever before in the 35-year history of this fractional horsepower motor, it is advisable for manufacturers to get the Packard proposition. There are definite advantages in standardizing on Packard motors.

*Packard*

Packard Electric Division, General Motors Corporation  
Warren, Ohio

DEPENDABLE APPLIANCE MOTORS FOR THIRTY-FIVE YEARS

## How Much Change in Washington?

Here's the way Washington reporters are sizing up the changes that may occur after the Republicans take over next month. Appliance dealers, as well as business in general, should find little to complain about.

<b>CONTROLS</b>	Price and wage controls expire on April 30 and, barring a worsening of the world picture, there's little chance they will be renewed. Materials controls expire on June 30; they'll probably be retained on a standby basis with some provision for military priorities.
<b>TAXES</b>	Excess profits tax expires on June 30 and there is little chance it will be extended. The Korean-inspired hike in personal income taxes isn't due to expire until January 1, 1954 but there's some speculation that it might be moved forward to expire on June 30, 1953.
<b>EXCISES</b>	There will be pressure for relief from many industries, including several appliance lines, particularly where the tax is on the retailer. The radio-TV industry is not expected to press for excise relief immediately and may save its appeal for the time when business is lagging.
<b>CREDIT</b>	Little prospect for reimposition of Regulation W. Such controls might be used instead of general price controls if inflationary pressures develop.
<b>LEGISLATION</b>	There is no legislation which might be called "anti-business" in prospect and business will find its position improving as the Congressional year progresses.

## TV Leads the Way

Television and all major appliances except ranges and refrigerators register production gains in September; dryers set all-time high

In the television industry, when things are good, they're very, very good. (And when they're bad, they're very, very bad.)

Last month, things were very very good. By the end of October factory inventories had dropped to the 80,000 set level (from the neighborhood of 440,000 sets in June). And weekly production had edged up over the 200,000 unit mark.

In appliance circles, September figures are the latest available as this is written. During that month, production of water heaters, dryers, vacuum cleaners, freezers, washers and ironers advanced over totals for the previous month. Dryers hit an all time high, and washers, water heaters and ironers hit the best marks they have achieved since late in 1950. Only range and refrigerator production in September fell below August levels.

**Television.** The strength of the TV recovery can best be judged by tracing the industry's week by week progress as charted by RTMA. Since the first week in September production has mounted steadily and factory inventories have dropped steadily.

The TV recovery had extended far beyond the manufacturing level. Last month, RTMA released figures indicating that dealer sales in September

were greater than the combined sales of June, July and August.

**Appliance Recovery.** Home laundry equipment led the appliance recovery which is indicated in September production figures. The dryer total of better than 71,000 units is 18,000 ahead of the August figure and 12,000 ahead of the previous monthly high. Ironer production was 22,000 units, the best monthly showing since last October. And washer output rose almost 30,000 units to 283,000 units.

The only products other than dryers to show nine month totals ahead of 1951 are vacuum cleaners (1.27 percent) and freezers (4.56 percent). In September, freezer production hit 83,900 units, better than 23 percent ahead of the same month last year. Cleaner production was 237,000 units, the best since March.

Refrigerator production reflected a seasonal falling off in September when output dropped to 257,000 units from 272,000 in August and 366,000 in July. The September figure was, however, 19 percent better than a year ago but nine month totals were 18 percent off. Range output in March slumped to 64,000 units the lowest since last July and 33 percent behind September a year ago. Nine month totals are 29 percent off.

# EMPTY SHELVES?



in  
times  
like  
these...

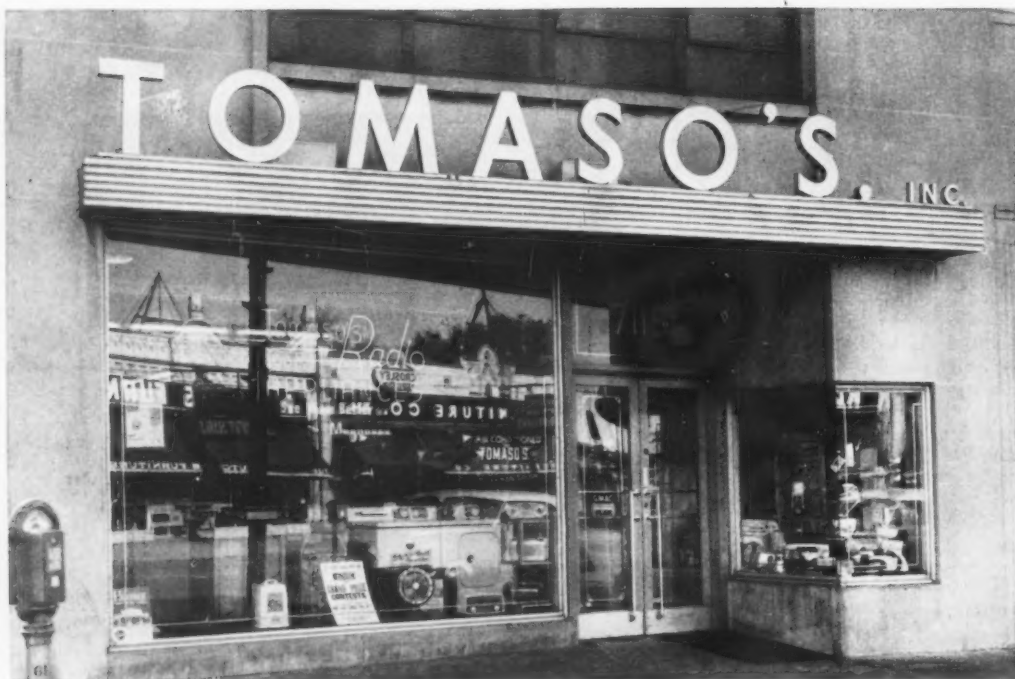
when an uncommonly hot summer season has depleted retail stocks to an uncommon low... it's more than ever important to select FASCO—the leading line—the complete line—the quality line—the line that customers know is guaranteed for FIVE full years!

See the NEW line in Chicago next month.



## FASCO Industries, Inc.

201 AUGUSTA STREET, ROCHESTER 2, NEW YORK



Tomaso's, Inc., 7115 W. Grand Ave., Chicago



Louis Tomaso

## He made money selling happiness in six different businesses. Now he's using the idea to sell appliances.

**The idea that paid off for Louis Tomaso in music, real estate, autos and entertainment now helps him do \$250,000.00 a year in appliances...**

**L**OUIS J. TOMASO has a formula for making money. His 36-year record proves it works.

"Most people spend money for just one reason," he says. "Because they think it will make them happier. Show me that what you have to sell will make me happier and you're on the way to a sale. Show me how I can afford it and why I'll be happier buying it from you and I'm hooked. Then if you make sure I stay happy about it, I'll come back the next time, too."

That's the philosophy that has built \$250,000.00 in annual sales of appliances for Tomaso's, Inc., at 7115 W. Grand Ave., Chicago. And it's an idea that Louis has proved equally successful in half a dozen other lines since 1916.

That was the year Louis—then eleven years old—got his start in his father's Chevrolet sales agency and garage. Before he was twelve, he was practically running the garage end of the business.

"I used to get up at 6 a.m. to open the garage," he recalls. "I'd go to school at 8, come back to work at 4 p.m. and stay until 10. I found out I enjoyed doing a good job and that people didn't seem to mind paying for good work."

"When we opened a taxi cab service later on, good service made it a financial success. But I think it was our real estate business that really got across to me what makes people buy. We didn't just sell vacant lots. We sold pride of ownership. And while our competition was selling houses, we were selling homes."

"I learned there's a big difference between selling and making people want to buy. It's the difference that shows up in your profits."

### Music and the Tomaso touch

Louis' next venture was music. Still in his teens, he formed a dance band. He built a dance floor in a vacant lot in the neighborhood. Then he organized

and promoted a weekly dance with music by his band. Charging only a dime per person for admittance, he took in better than a thousand dollars the first summer.

"The people had fun," Louis says. "That's what put it over. No matter what you've got to sell, you sell more when you play up the happiness angle."

"The next year a bunch of us got together and rented a big dance hall in Menasha, Wisconsin, with the idea of going all out as dance promoters. But our parents put the kibosh on that."

"So I went into the home music business with my father. That was in 1923. We started right here in this block as the Mont Clare Music Shop, selling records, sheet music and musical instruments and building radio sets to sell. When appliances began to come on the market, it was a natural for us. I've been selling people on the idea of less work and more time to enjoy themselves ever since."

At 24 Louis was just hitting his stride as an appliance salesman when the depression hit in 1929. So he got much of his basic training in appliance sales at a time when the odds against a salesman were at an all-time high.

### Then and now in appliances

"In those days, you had to go after the business day and night to make a living," he says. "People were saying there was no money to be made. But there's always a way if you're not afraid of work. I demonstrated washing machines in people's homes."

"ADVERTISEMENT"



Sometimes I would do their laundry twice to get five dollars down on a machine.

"A more experienced fellow I knew actually got rich during the depression selling washing machines. He ran an ad in the paper offering washers for rent for a buck a week. When someone answered his ad he would immediately send out a brand new machine.

"Then a couple days later, he would show up to close a sale on the easy payment plan. He sold so many that he used to ride around in a chauffeur-driven limousine so he'd have time to do the paper work between calls.

"During those years, help was cheap. You could keep a sales crew on the street and make money. And overhead was low. When you sold something, you made a good profit.

"Today, efficiency is the big item. You can expand yourself right out of business. The guy who makes money nowadays is the guy who pares his operating costs down to a minimum and sells like crazy. That's what we're trying to do here.

### How he cuts costs

"Take delivery trucks, for instance. Upkeep costs are plenty steep. So we got rid of our trucks. Sure, we handle our own service, but we either do it in the home—customers always prefer it that way—or we load the appliance in one of our cars if it has to come into the shop.

"We used to collect light and gas bills to build store traffic. Not any more. That kind of traffic ties up high priced personnel and it doesn't produce enough sales to make it worthwhile. With just two of us handling all of the selling during the day, we have to spend our time selling.

"Two men handle all of the service work except that I help out when they get crowded. With more than \$5,000 worth of the best service equipment money can buy, we get out a big volume of work and I save by having fewer salaries to pay."

Louis holds costs down further by having his entire operation under one roof. His building, which measures 165 feet in length, provides ample warehousing space. Directly behind the store is a railroad siding where much of his incoming merchandise is delivered direct.

### Ideas that sell

"As for selling," he says, "we talk convenience and enjoyment first. Then we talk service. And to make sure it registers with the prospects, we show them our service department and explain how we're set up to handle their needs. If someone wants to buy a TV set, for instance, we show him how we keep a repaired set running for a full day in our shop before it is returned to its owner.

"We clinch a lot of deals with our low carrying charges and with the insurance arrangement that takes care of any unpaid balance in case of a customer's death.

"One place I don't try to economize is in the appearance of the store. Pleasant surroundings and a full selection of spotlessly clean merchandise help put people in a buying mood. We keep every television set and washing machine connected, ready to demonstrate. That's a very important selling help, but it's surprising how few dealers do it."

One look at Louis' second floor demonstration room shows you what an important part demonstrations play in his selling. A large, carpeted room with walls lined in pecky cypress, it is comfortably furnished for unhurried television demonstrations. By removing the furniture and setting up chairs, the space can be used for cooking demonstrations in the modern, fully-operating kitchen which stands in one end of the room.

### Louis on advertising

Louis' advertising carries out his ideas on efficiency. "After 36 years of selling one thing and another to the people in this community," he says, "I know pretty well where advertising pays and where it



Louis (left) and Ed. Bebenowicz, vice pres. of the firm, look over one of Tomaso's Chicago Tribune Selective Area ads from a color campaign on the cyclo-matic Frigidaire.

doesn't. Most of my advertising money goes into the Chicago Tribune because my experience has been that the more I put into Tribune advertising, the more money I make."

Tomaso's began using the Chicago Tribune when that newspaper introduced its Selective Area advertising plan. This plan enables the dealer to buy big-space advertising over his own name, reaching some 200,000 of the Chicago and suburban families living nearest his store.

Selective Area ads are paid for jointly by the

manufacturer and distributor of the advertised line and dealers located in trading areas thruout Chicago-land where they offer each other little competition. Thus, while each dealer gets practically the full benefit of the ad among his best prospects, his share of the cost is only a few dollars per ad.

"These campaigns in the Tribune are the best advertising we buy," says Louis. "Makers of most of the name brands we sell use the Tribune—Frigidaire, Servel, Magnavox, Universal, and a lot more. It must pay off for the manufacturers, too."

### MANUFACTURERS:

When you build your Chicago advertising program around the Tribune's Selective Area plan, you get added support for your line at the point of purchase—the place where the sale started by your advertising is made or lost.

Selective Area wins you this extra dealer support because it gives dealers a more personal stake in the success of your advertising. It enables them to get more for their own advertising funds, lets them buy the kind of advertising they prefer because they can see it as it works and pays off.

At costs as low as one percent of regular card rates, the participating dealer in a Selective Area campaign gets virtually the full benefit of big-space, retail-store-type ads over his own name. He reaches

thousands of his own best prospects thru the medium he knows to be Chicago's No. 1 mover of hardlines merchandise.

The dealer gets results he can understand—visible results that get him excited about your line as nothing else you can do for him.

Only big volume results can explain this fact: Dealers, distributors and manufacturers in the appliance field alone have invested to date more than \$2,500,000.00 in the Tribune Selective Area plan.

For larger orders out of the big Chicago market, give your Chicago dealers the kind of advertising help they want—action-getting Selective Area campaigns in the Chicago Tribune. Ask a Chicago Tribune advertising representative for details today.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

### Advertising Sales Representatives:

Chicago  
A. W. Dreier  
1333 Tribune Tower

New York City  
E. P. Strubacker  
220 E. 42nd St.

Detroit  
W. E. Bates  
Penobscot Bldg.

San Francisco  
Fitzpatrick & Chamberlin  
155 Montgomery St.

Los Angeles  
Fitzpatrick & Chamberlin  
1127 Wilshire Blvd.

MEMBER: FIRST 3 MARKETS GROUP AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

"ADVERTISEMENT"

## UHF-VHF Signal Testing is QUICK, EASY with...

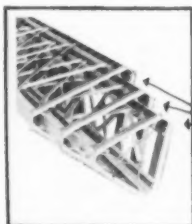
THE NEW  
HEAVY DUTY

# Alprodco EREC-TOWER

TEST SIGNALS UP TO 80 FT.  
EREC-TOWER—and only EREC-TOWER—goes up a full 80 feet. You test signal strength anywhere along the way up... determine just exactly how high the permanent antenna must be!

ERECT PERMANENT TV TOWERS  
Use the EREC-TOWER as a gin pole to raise permanent antenna towers. With an EREC-TOWER, for example, two men can erect a 100-foot Alprodco Tower in less than two hours. You save time, money, labor on every job!

DEMONSTRATE TV SETS  
EREC-TOWER helps you demonstrate sets quickly, anywhere. Here's the ideal way to show razor-sharp pictures to your fringe area prospects... right in their own homes. EREC-TOWER is a real sales closer!



BETTER BUILT  
EREC-TOWER is constructed of lifetime aircraft aluminum. Each leg and track (see opposite illustration) is extruded in one solid 24-foot length... will not buckle, crack, stick or rust.

HEAVY EXTRUDED  
ONE-PIECE ALUMINUM  
TRACKS

FREE! WRITE TODAY for full information and literature on the Alprodco EREC-TOWER as well as Alprodco Aluminum TV-FM-AM Towers.

**Alprodco, Inc.**

309 E. MAIN ST., KEMPTON, INDIANA  
MINERAL WELLS, TEXAS • DUBLIN, GEORGIA

Dealer  
Net Price  
(For Tower)  
\$233.50



80  
FEET

## ASSOCIATIONS



**THE MANUFACTURER'S POINT** of view is outlined to APJA members by J. Russell Chapman of Whirlpool. Listening (seated) are Ray Gardner, Cincinnati, Harry Markow of St. Louis and John Gable of Akron. Standing are David Starr of Houston and Ben Neiman of Chicago.

## APJA Faces Up To Service

Special meeting of parts jobbers in Cincinnati finds group agreeing to undertake service or to see that adequate facilities are set up

The men who make a business of handling washer parts have decided they must also share the problems of appliance servicing.

Meeting in Cincinnati on October 30 and November 1 (after having failed to reach a solution to the service problem at their annual convention last spring) members of the Appliance Parts Jobbers Assn. voted to:

(1) Assume the responsibility of complete service, within their capacity, or to actively sponsor such service and to assist in training and perpetuate a competent service force for all manufacturers' distributors and dealers.

(2) Supplement this program with clinics at which they will give instruc-

tions on service to all interested parties, and supply, on an actual cost basis, all literature, booklets, manuals, etc. as needed to improve and extend service to all parts of their respective territories, thus continuing and increasing the acceptance of the product of the associate manufacturing members or other manufacturers they may represent.

(3) Employ well qualified instructors and make full use of all available service information as distributed by the manufacturer or subsequently printed and issue certificates of competence "on each and every line of appliance to those completing a prescribed course of training."

(4) Sponsor local organizations of



**CONFERENCE** after the meeting finds William Schwefel of Milwaukee making a point to Paul Welchans of Thor, Joe Nagle, APJA president, and Charles Skiff, managing director.

# Thanks a million!

A sincere expression of gratitude from the General Electric Receiver Department for the wonderful merchandising support of G-E dealers in making G-E Ultra-Vision and G-E Clock-Radios outstanding in their fields.

## G-E ULTRA-VISION

Just a few months ago, G-E Ultra-Vision made its bow. Its introduction was preceded by every conceivable test and comparison that one of the finest engineering staffs in the world could devise. We knew that G-E Ultra-Vision created a new high standard of TV reception. We knew it outclassed any TV picture in the industry. We knew it cost millions to produce and that we'd spend more millions bringing the story of this wonderful improvement to the public in newspapers, radio and magazine advertisements.

But we also knew that the critical factor in making G-E Ultra-Vision a success would be dealer support. That support has exceeded our fondest hopes. From coast to coast, dealers have found that G-E Ultra-Vision sells itself on comparison alone. So they have geared their sales to side-by-side demonstrations. The result: in a few short months G-E Ultra-Vision has become the talk of the industry—the dealer profit-leader in the quality field, and the acclaimed favorite of the public for sheer superiority in performance.

For your part in putting G-E Ultra-Vision out in front—keeping demand ahead of supply, *thanks a million.*

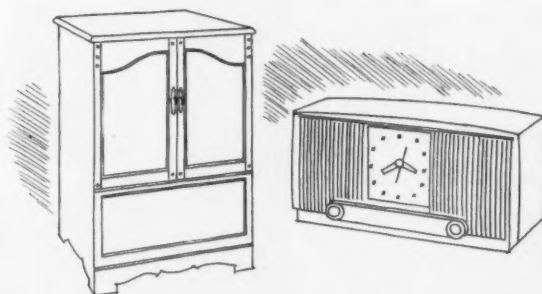
## G-E CLOCK-RADIOS

Six years ago, hardly anyone you knew had a clock-radio nor had the average man ever heard of one. The radio future looked gloomy. Then something big happened. General Electric introduced the first clock-radio. Our theme "Wake-up-to-Music"—revived an industry. Today millions of clock-radios are in use—most of them General Electric.

"Wake-up-to-Music" was the first of five major G-E innovations. Each year new features were added. The go-to-sleep-switch, the automatic appliance timer, super-power, and now the phono-jack and the audio-magic switch. Smart merchants were quick to capitalize on each new plus.

They latched on to the G-E Clock-Radio as a traffic item. They combined our ideas with their own, devised completely new promotion techniques and went to town in a big way. It was this outstanding dealer support that made the G-E Clock-Radio America's #1 favorite.

So again we say, *thanks a million* for everything you have done to help make the world's most useful radio, the world's most popular radio.



*You can put your confidence in—*

GENERAL  ELECTRIC





**POWER-CHEF**

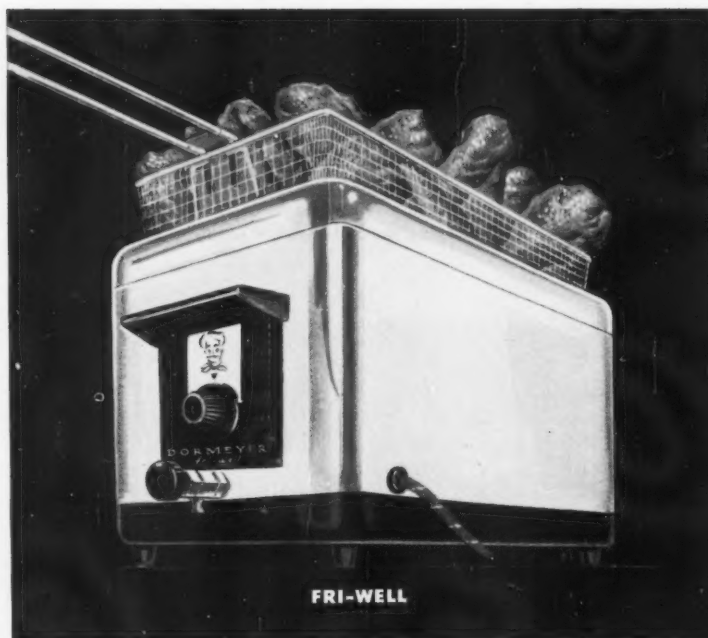
# for Christmas Profits ....sell

(the year 'round)

To "jingle the bells" on your cash register . . . just show a housewife a gleaming display of Dormeyer appliances. From the famous Power-Chef to the brand new Broil-Well broiler-rotisserie, the big Dormeyer family really appeals to her possessive nature. Yes, whether she herself does the buying or, instead, drops those pre-Christmas hints to her family . . . she wants Dormeyer—she knows there's no finer name in appliances. For your Christmas profits, for extra year-'round profits—*sell* Dormeyer.

Dormeyer Corporation, Kingsbury and  
Huron Streets, Chicago 10, Illinois.

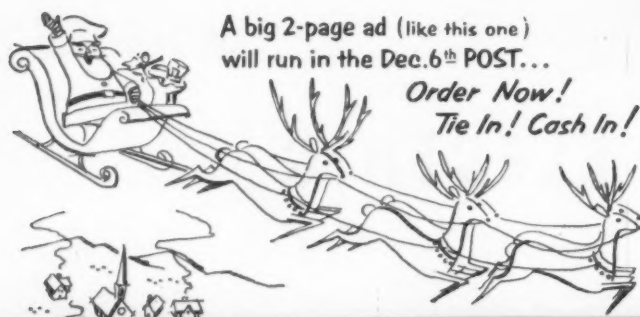
In Canada—Fox Agencies Limited, Port Credit, Ontario



**FRI-WELL**

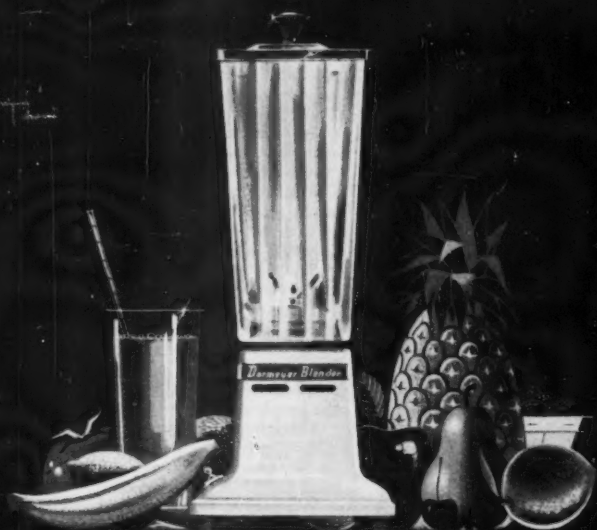
**FRI-WELL** Deep-fries to a turn! Perfect, too, for cooking soups, stews and casseroles, and for small-batch baking. Automatic thermostat means just-right results every time. Monotube heating cooks quickly, thoroughly. Safe, neat Drain-Away Faucet. Guaranteed. 29.95

**POWER-CHEF** Grinder-juicer-mixer—all three, and deluxe! Includes all accessories at no extra cost. Built-in power drive—no awkward adapters. Dial selector with 10 recipe-tested speeds. Magic-Mix Arm, automatic beater release. Portable mixing head. Guaranteed. 46.50

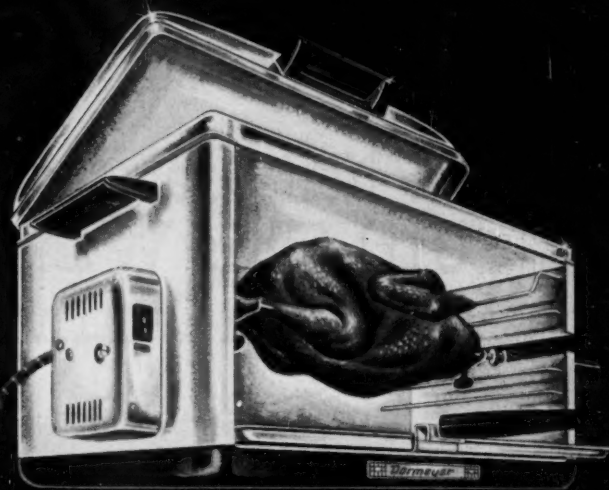


A big 2-page ad (like this one)  
will run in the Dec. 6<sup>th</sup> POST...

**Order Now!**  
**Tie In! Cash In!**



**BLENDER**



**BROIL-WELL**

*America's buy-word in better appliances*

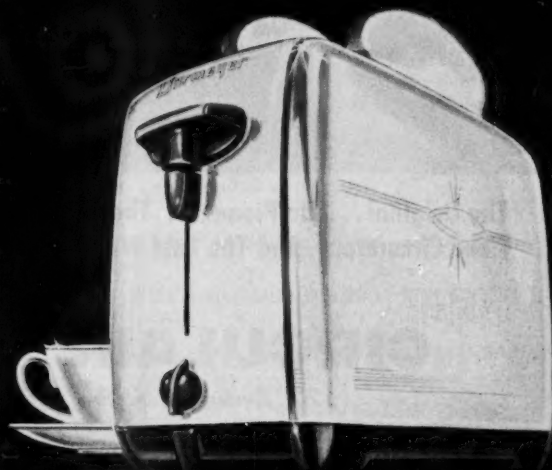
# Dormeyer



**"DORMEY"**

**"DORMEY"** Handiest help in the kitchen! Carry this lightweight portable mixer anywhere, use it easily with one hand. Has big-mixer features: dial selector with five full-powered speeds, full-size beaters with fingertip release. Stands on end for easy draining. Guaranteed. 19.95

**BLENDER** Makes literally hundreds of treats—from Dad's holiday egg-nog to Baby's puree. Hurricane action—those blades turn at 22,000 r.p.m.—liquefies, mixes, whips, shreds, grinds, grates or pulverizes in just seconds. Hi-speed Motor never needs oiling. Guaranteed. 34.95



**TOASTMAKER**

**TOASTMAKER** Has extra-wide wells—even toasts rolls and muffins. Completely automatic—just set the Toast-Timer and the toast pops up, browned just the way you want it. Check-It Lever—you can have two different shades of toast at one setting. Guaranteed. 17.95

**BROIL-WELL** Brand new! Extra-large broiler for big sizzling steaks and roasts, automatic revolving rotisserie for real old-fashioned spit barbecues. Dozens of other wonderful uses for broiler and handy electric-grill top. Infra-red heat cooks super-quick. Guaranteed. 49.95

# When Grandma Was A Girl This Was The Last Word in Cooling Comfort

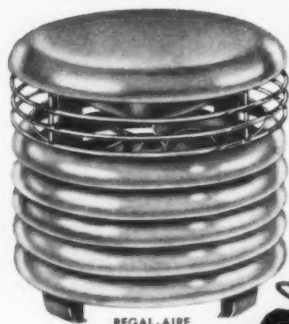


The Original...The Pioneer...The First Floor Circulator...And The Last Word in Cooling Comfort in 1953 is



Kisco first introduced the Floor Circulator in 1937. Since imitation is one of the highest types of flattery, we have been complimented more than any other manufacturer in the appliance field, because the ORIGINAL KISCO CIRCULAIR has been copied by nearly all fan manufacturers. Kisco CIRCULAIR MUST BE GOOD to attract so many imitators.

SEE THE COMPLETE KISCO LINE INCLUDING SEVERAL NEW MODELS AT THE SHOW



REGAL-AIRE

KISCO COMPANY INC.

qualified service and installation men to whom the association can offer limited membership.

Associate members representing the manufacturers gave very frank advice to the jobbers on opening day of the Cincinnati meeting. J. Russell Chapman, general manager of parts and services for Whirlpool, was one of the leading speakers.

Said Chapman: We would like to cooperate 100 percent with the APJA but it is not possible unless you have service and can be representative enough for us to warrant it. We will cooperate with any parts distributor who will set up a service school for the people whom they sell to.

Managing director Charles Skiff told the group that if parts jobbers are to be economically necessary, they must provide more than parts.

William A. Schwefel, Milwaukee, Wis., presented another suggestion to the group which was accepted. He suggested that as an association they agree to suggest that members and other parts jobbers close their business for a period of one week each year. It was suggested that since the washer manufacturers usually close early in July, jobbers might also use that time. Notice will be given 30 days in advance by mail or otherwise.

Closing the two day meeting, the Whirlpool Corp. asked the Appliance Parts Jobbers Assn., to hold its next annual convention in St. Joseph, Mich., at their factory on May 14, 15, 16, 1953. This was the first time that a washing machine manufacturer has insisted upon playing host to the group, and it marks the beginning of a new program of cooperation with the Association to provide service clinics and other information for the benefit of the service man who is not serviced by centralized service.

## Optimistic Report

The appliance business is in good shape and its future is an optimistic one.

That was the consensus of speakers at the general sales conference of the Southeastern Electric Exchange, held October 29-31 in Birmingham, Ala.

"We can look to the future with the firm belief that the horizon for our industry is unlimited," declared John C. Sharp, president of Hotpoint. "It has recently been estimated that the utility industry will derive some three billion dollars in revenues annually from use of major appliances by 1960, which is more than double the total for last year. This is because the appliance industry anticipates that it will sell a two-thirds greater dollar volume in 1960 than last year."

**Encouraging Salesmen.** How to get salesmen back to selling was the topic of B. K. Wickstrum, vice president of Sylvania. Wickstrum advocated three particular methods to which the better salesmen usually respond. These were: (1) Recognition—titles, names in the directory, offices of their own; (2) Communications—salesmen are not peddlers and should be kept informed of the company's objectives so that they may feel themselves members of the team; (3) Advancement promo-



- **ATTRACTIVE DESIGNS**
- **PERFECTED ENGINEERING**
- **PRECISION MANUFACTURE**
- **DEPENDABLE PERFORMANCE**

# BEE-VAC

## APPLIANCES

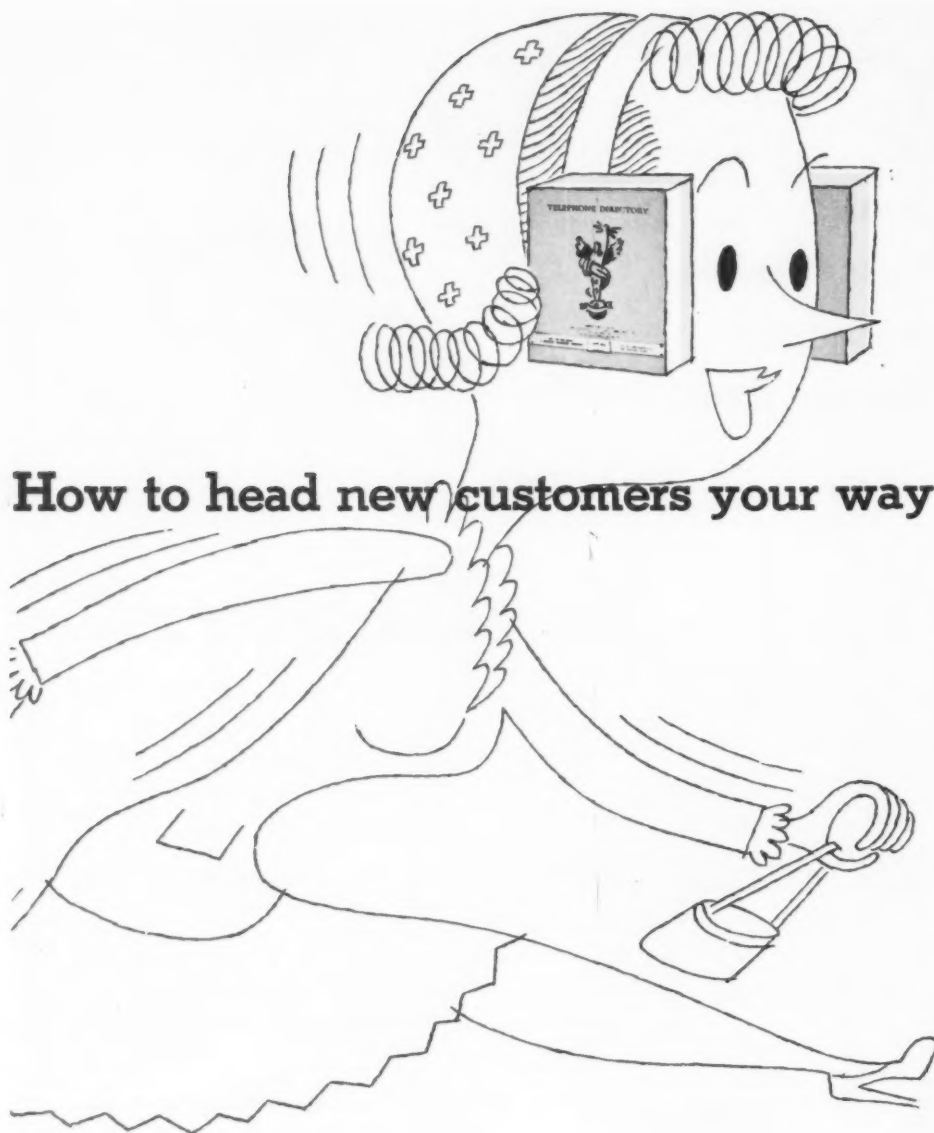


When deciding on a line of electrical household appliances look to the reputation and financial standing of the manufacturer. Back of every BIRTMAN guarantee are ...

- Three thoroughly modern factories, geared to volume production, careful manufacture.
- Forty-three years' experience in the manufacture of electrical household appliances.
- Millions of dollars worth of merchandise now in use both in America and foreign countries.
- Over ten million dollars in resources.
- Financial rating, AAA1.

The entire organization—personnel, equipment and policies are of the highest type. In every department, from designing laboratory to final factory testing and shipment there is no compromise with "Quality, Always."

**BIRTMAN ELECTRIC COMPANY**  
CHICAGO 39, ILLINOIS, U. S. A.



## How to head new customers your way

The 'yellow pages' of the telephone directory are ideal for bringing in new customers.

The 'yellow pages' are the nation's buying guide. Surveys prove that 9 out of 10 shoppers refer to them *when they're ready to buy*.

Do they see your name, address, telephone number and selling story under the classifications for all the products and services you sell?

The Directory Representative will gladly help you plan effective 'yellow pages' advertising as he has done for many, many dealers. Why not call him today?

...STREET & PHONE NO. ...CITY, STATE, ZIP

YOUR COMPANY NAME

ILLUSTRATION OR PHOTOGRAPH IF DESIRED

COPY FEATURING YOUR BUSINESS AND THE PRODUCTS OR SERVICES YOU OFFER!

YOUR ADDRESS

YOUR TELEPHONE NUMBER

DISTRIBUTION FEE



**OBVIOUSLY PLEASED** over the proceedings at the Southeastern Electric Exchange's general sales conference are E. C. Easter, left, vice-president of the Alabama Power Co., and John W. Tally, SEE secretary.

tion and greater responsibility as the salesman earns it.

Al Robertson, Oklahoma City dealer and NARDA director, pointed out that the dealer has an obligation as well as the manufacturer and the distributor. The dealer's obligation is to the customer—to see that the customer gets the appliance he needs, that he knows how to operate it, that he gets proper service on it and that it gives him his money's worth.

Selling the farmer was the topic of J. H. Coats, International Harvester sales promotion manager. Coats stressed five factors necessary to effective rural selling. These were (1) preparation—knowledge of the prospect, his equipment on hand, the size of his family, his likes and dislikes, his occupation and other personal knowledge about him; (2) meeting the farmer—carrying the product to his home, demonstrating it there, listening to him, visiting with him; (3) sell benefits—show the economy, safety, health, convenience and service features of the product which the farmer will get for his investment; (4) use time sales—help the farmer finance so that his payments tie in with harvesting or livestock sales; (5) service after sale—make sure the product is properly installed and the buyer is satisfied.

**Selling Appliances.** Stimulating sales of individual appliances also came in for discussion. H. L. Cushing of the Appalachian Electric Power Co., suggests that to obtain volume sales of water heaters, merchandisers should study areas where water pressure is low, push the sale of home water systems, thereby opening up a market for heaters. He also pointed to the builder market and the plumbing industry as forces for selling water heaters, and urged intensified sales campaigns through advertising and promotion.

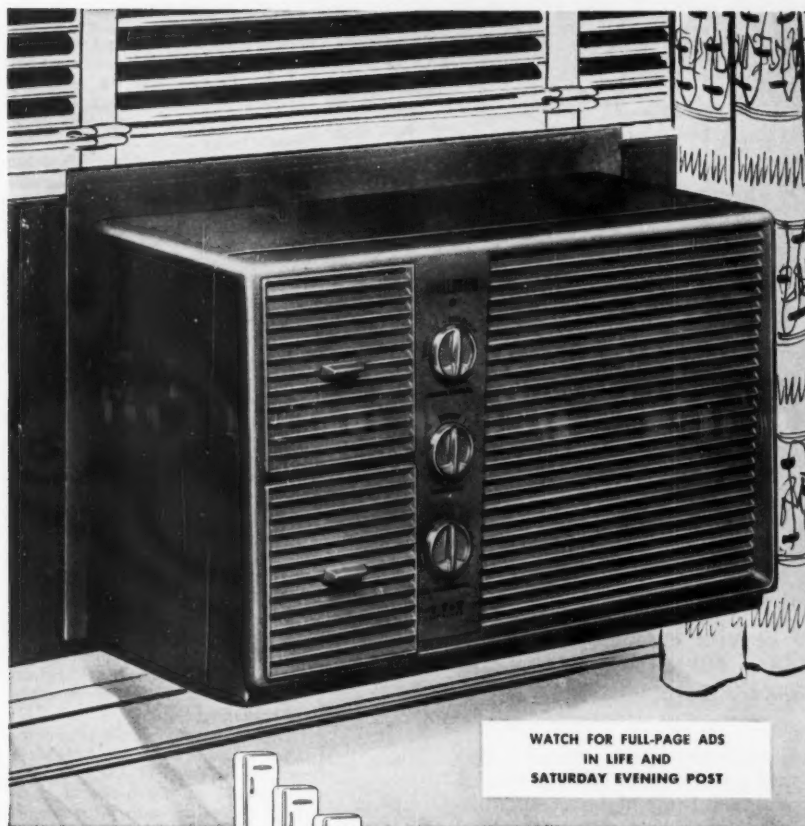
In discussing how to obtain sales volume in clothes dryers, Paul Penfield of the Detroit Edison Co., told his hearers that employees are good salesmen for electrical appliances and they could be utilized for such purpose through discount allowances and instruction. Special training for dealer salesmen, free repair service, activity of home economists, displays at fairs and builder shows, and freedom from seasonal restrictions were other selling helps cited by Penfield.

**For Further Information Call Your Local Telephone Business Office**

# ***NEW!* COOLERATOR Announces**

## **A COMPLETE NEW LINE OF ROOM AIR CONDITIONERS**

*Only Coolerator fits 24" window—more features at lower prices*

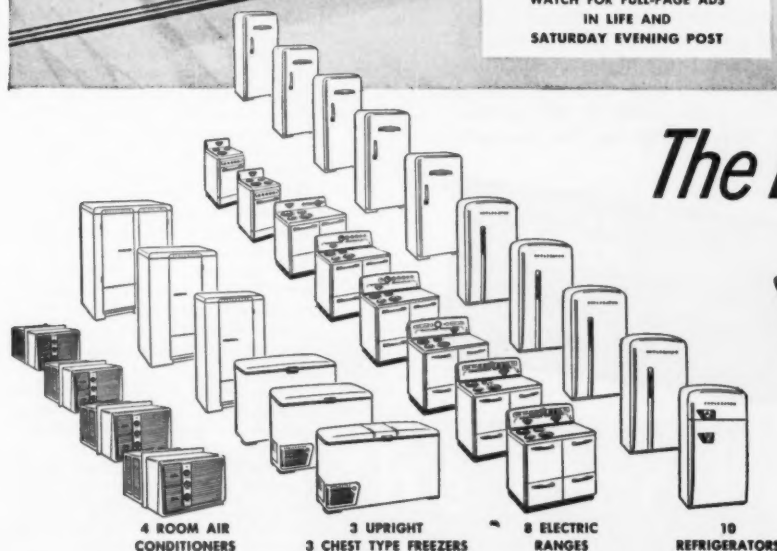


WATCH FOR FULL-PAGE ADS  
IN LIFE AND  
SATURDAY EVENING POST

### **Check! Compare!**

- 1 Fits 24" window**—The only air conditioners made to fit 24" windows in  $\frac{1}{3}$  h.p.,  $\frac{1}{2}$  h.p. and  $\frac{3}{4}$  h.p. sizes.
- 2 Less Projection into Room**—Depth into room only  $10\frac{3}{4}$ "—for better appearance, more convenience.
- 3 Functional design—custom beauty**—Universal neutral tint actually absorbs colors of furnishings for perfect decorator harmony. Flat top and side panels. Drapes do not cut down efficiency nor discolor.
- 4 No Draft Circulation**—Adjustable vents guide the air in any desired direction to prevent drafts.
- 5 Cools Air**—Cools and circulates room air—keeps rooms healthfully cool in the warmest weather. Assures year round comfort.
- 6 Circulates and Cools Fresh Air**—Blends fresh air with cooled air and circulates it to provide "zoneless" comfort (no hot or cold spots).
- 7 Dehumidifies**—Dehumidifies as it cools, eliminates excessive moisture to provide greater comfort and prevent moisture damage.
- 8 Controls Temperature Automatically**—Automatic thermostat—set it—forget it—for the cool temperature desired day and night.
- 9 Purifies the Air**—Filters out dirt, dust and pollen for more healthful living and less cleaning work.
- 10 Recirculates Air**—Even when cooling is not required, it keeps room air in gentle motion.
- 11 Exhausts Stale Air**—Gets rid of smoke, fumes, odor and stagnant air to keep rooms fresh and livable.
- 12 Brings Fresh Air In**—Winter and summer, day and night, controlled volume of fresh air is available for maximum comfort.

This is the unit that tops anything in the market today—in merchandising features, in appearance and in its realistic price. Don't wait until summer heat sets in—start building a fire under your business right now—by getting all the details on these sure-profit items from your Coolerator distributor today!  
Coolerator Room Air Conditioners available for every room size in  $\frac{1}{3}$ ,  $\frac{1}{2}$ ,  $\frac{3}{4}$  and 1 horsepower models.



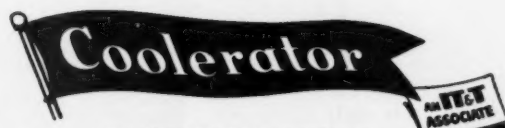
4 ROOM AIR  
CONDITIONERS

3 UPRIGHT  
CHEST TYPE FREEZERS

8 ELECTRIC  
RANGES

10  
REFRIGERATORS

*The Leadership Line  
by*



THE COOLERATOR COMPANY  
Duluth 1, Minnesota





## YOU DEALERS ARE BUSY.....!

Christmas — New Year's — Inventory — !

We're not going to bother you beyond extending a cordial invitation to visit our **SPACE 1753 — FURNITURE MART** when you go to the Chicago Show, January 5-16.



This two-color washer is really taking hold . . . even outsells our lower priced models.

You'll see an exclusive, new, major design change that puts new zip into the sale of wringer washers. These highly competitive models offer more and different selling features. And your profit is still greater than 40%. Stop in and see for yourself!

*Woman's Friend* **WASHERS**  
Findlay, Ohio

OVER HALF A CENTURY BUILDING GOOD WASHERS

## Stealing the Show

Television and appliances provided most of the color for the normally supplies-minded Pacific Zone Convention of the National Assn. of Electrical Distributors when that group met in Coronado, Calif., for its fall convention recently.

**Hope for TV.** "It is high time for the television manufacturer who proposes to build a stable, permanent business to take immediate steps to see that his dealer and distributing organization gets and continues to get the lifeblood of steady, legitimate profits . . ." said W. J. Halligan, president of Hallicrafters Co., Chicago, as one of the five convention speakers brought in from the East for the Pacific Zone's convention. . . . The time has arrived when the television distributor and dealer can and must look to the manufacturer for leadership, guidance and help in the operation of his business, and in the policies he should follow . . .

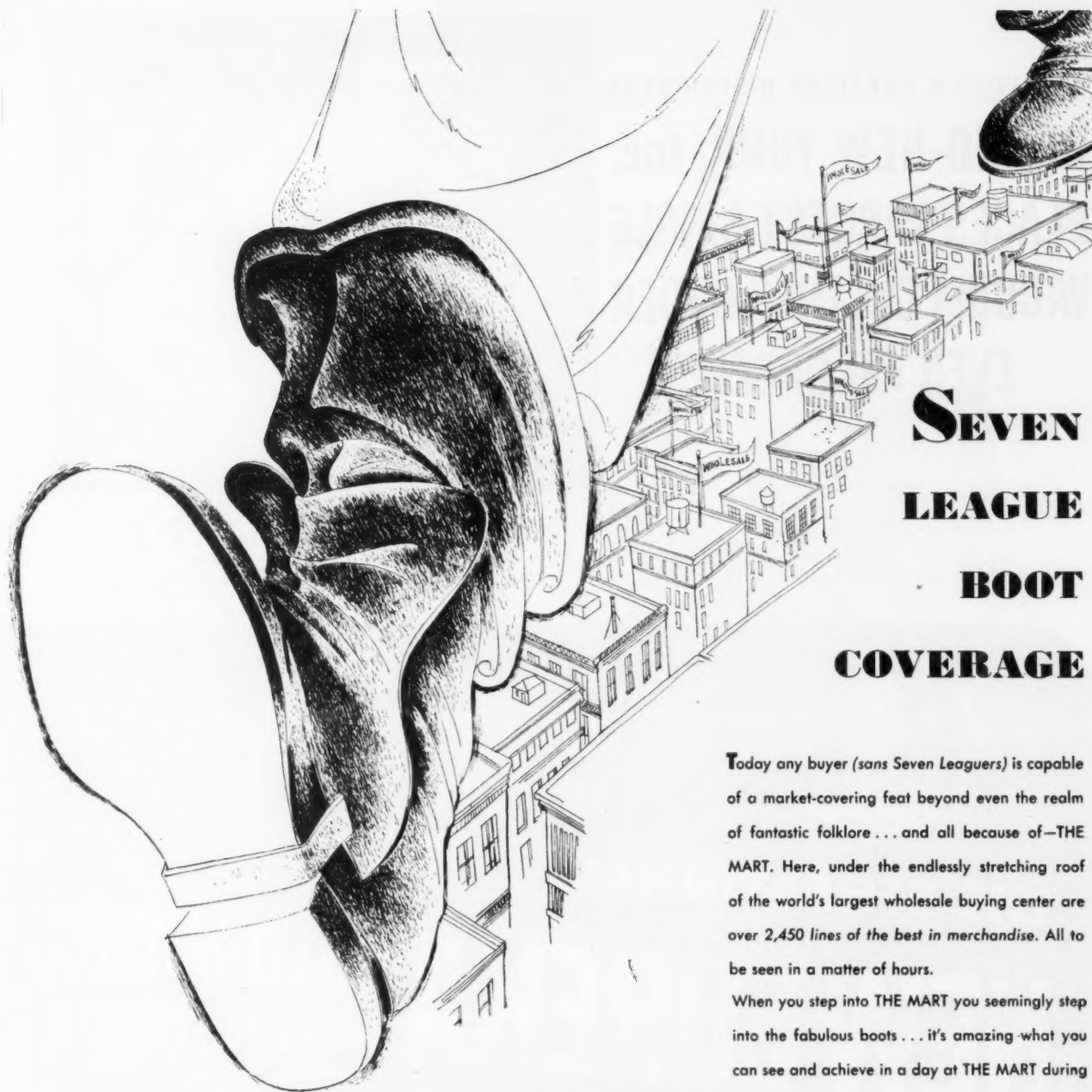
He pulled no punches in pointing out the "stupid practices" that have brought the industry to " . . . a critical point of decision." He cited conditions when TV was in short supply where dealers continued to cut prices, " . . . giving away his profits when there was no possible reason for such a procedure." He pointed to equally ridiculous practices today—"long trade-ins, confidential discounts, free installation and free antenna."

Halligan did not exonerate the manufacturer: "It has been said, and with good cause, that some of our manufacturers in the television industry have shown a good earning statement at the expense of the distributor and the dealer. To put it brutally, the manufacturer has retained his margin of profit by shortening the discount to the distributor and the dealer."

**More Fair Trade.** The situation in fair-trade is a "lull before the storm", wholesalers and their guests heard from B. A. Graham, president of Sunbeam Corp., Chicago, in an enlightening talk given at the first session of the convention.

On the program of the closing session was Lowell B. Mason, Republican member of the FTC, who brought perspiration to the brows of many chain wholesalers with his statement that the Fair Trade law could possibly outlaw factory branch operations and factory controlled retail outlets. He blamed this on the conflict between the Miller-Tydings law and the Sherman Act. The former permits the manufacturer to protect the integrity of his brand by telling a distributor or retailer at what price he may sell it. The Sherman Act, however, he pointed out, says no two retailers or two distributors or two manufacturers may get together to set a price. Vertical agreement is allowed but not horizontal.

Mason struck at the danger of outlawing functional discounts, saying that any attempt to do so would injure the distributive system because "no one is willing to work without making a profit." He said that today, such functional discounts are outlawed by the Robinson-Patman Act unless the discounts can be cost justified.



## SEVEN LEAGUE BOOT COVERAGE

Today any buyer (sans Seven Leaguers) is capable of a market-covering feat beyond even the realm of fantastic folklore . . . and all because of—THE MART. Here, under the endlessly stretching roof of the world's largest wholesale buying center are over 2,450 lines of the best in merchandise. All to be seen in a matter of hours.

When you step into THE MART you seemingly step into the fabulous boots . . . it's amazing what you can see and achieve in a day at THE MART during

**THE INTERNATIONAL HOME FURNISHING MARKET**

**JANUARY 5th to 16th, 1953!**



**MARKET FACTS**—The first and only book of its kind. A mountain of excellent material on the Home Furnishings field. A limited edition—order today, \$3.50. Write Office of the Building.

Available to buyers—THE MART'S Free Bus Service—Buses from all loop hotels to The Mart every ten minutes from 7:30 a.m. 'til 10 a.m. Return schedule from 4 p.m. to 6 p.m. And twice-an-hour during-the-day bus service between The Mart and Furniture Mart.

# The Merchandise Mart

SHOW-PLACE OF AMERICA'S BEST-KNOWN BRANDS

**NEW YORK'S GREATEST DISTRIBUTOR**

**BRUNO-NEW YORK, Inc.  
PLACES LARGEST SINGLE  
VACUUM CLEANER ORDER  
EVER RECORDED!**



A. L. McCarthy—Exec. Vice-President—Eureka Williams Corp.  
Irving Sarnoff—Exec. Vice-President—Bruno-New York, Inc.  
G. O. Kaye—Vice-President—Bruno-New York, Inc.  
David Oreck—Product Sales Supervisor—Bruno-New York, Inc.

**THE SENSATIONAL**

**NEW EUREKA** **ROTO-MATIC**  
**SWIVEL-TOP CLEANER**

**CAPTURES NEW**



Irving Sarnoff hands A. L. McCarthy firm order for 7,000 Eureka Roto-Matics to start tremendous promotion in the great New York market. Largest single order for a new vacuum cleaner ever placed by any distributor in the world's biggest market.

This \$10,000 double page spread appeared on Sunday, October 19, 1952 in the New York Times, 1,152,000 circulation.

# We Challenge Any Cleaner... Regardless of Price to Outperform the New Roto-Matic

EUREKA—THE MIRACLE CLEANER WITH SWIVEL TOP AND NO DUST BAG TO EMPTY

Sale-by-sale laboratory and field tests prove that cleaners costing \$100 or more could not outperform the amazing new Miracle Cleaner—Eureka Roto-Matic—designed, engineered and manufactured by the pioneer and leading producer of quality vacuum cleaners for 45 years. Eureka line deluxe features are found in cleaners costing \$69.95, \$99.95, and even more!

THE NEW EUREKA MIRACLE CLEANER IS GUARANTEED FOR A FULL YEAR!

Now on sale at all department stores or for name of neighborhood dealer phone LO 4-2445

Super-Powered  
**EUREKA**  
Swivel Top Cleaner

Save \$20 to \$30



NEW YORK, N.Y.  
Eureka Division • Eureka Williams Corporation  
Bloomington, Illinois



**Roto-Matic Swivel Top**



**No Dust Bag to Empty**



**Attach-O-Matic Clip-on Tools**



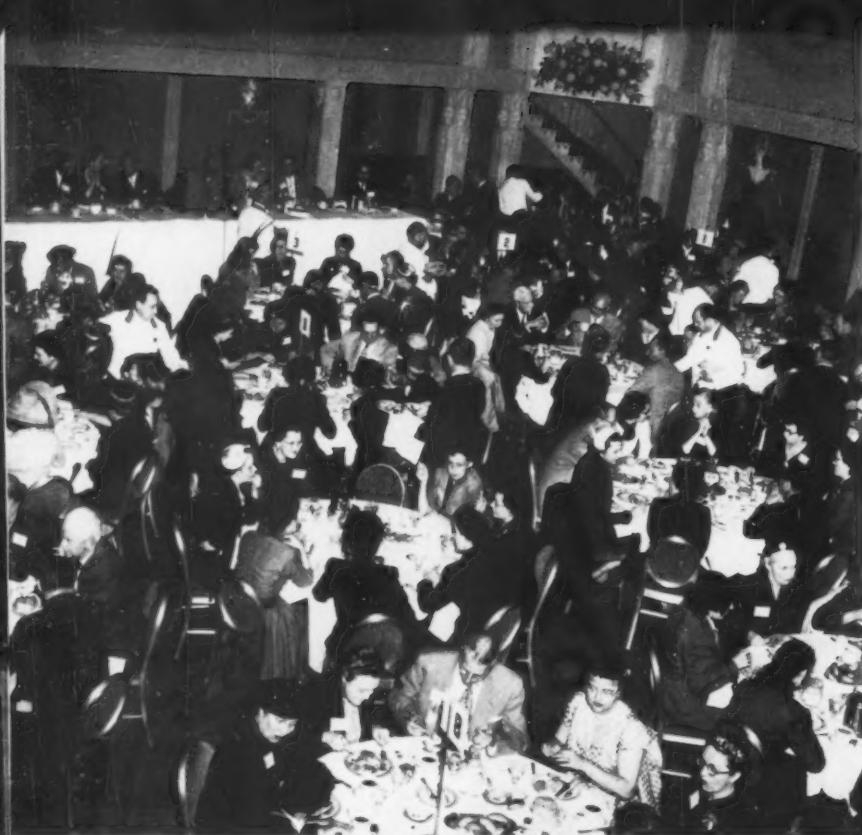
**Toe-Control Switch**



EUREKA—HAS DELUXE FEATURES NOT EVEN FOUND IN CLEANERS COSTING \$69.95, \$99.95 AND MORE!

# YORK in 60 DAYS!

EUREKA DIVISION • Eureka Williams Corporation • Bloomington, Illinois



**LUNCH TIME** at the Home Laundry conference finds manufacturers, home service advisors and guests enjoying luncheon in the ballroom of the Commodore. Following meal conference reconvened and resumed discussion of the problems currently facing the industry.



**OBVIOUSLY ENJOYING** their meal, George Castner of Beam, Julia Kiene of Westinghouse and Fred Mitchell of Frigidaire share half of the speaker's table at luncheon.



**SECOND HALF** of speaker's table at Thursday luncheon was filled by (right to left) Walt O'Connell of G-E, government researcher Verda McLendon and Roy Bradt of Maytag.

# Glimpse Into The Future

Those attending AHLMA's annual home laundry conference ponder industry's present-day problems, take a quick look at new products and techniques currently being developed.

Drastic changes in design of home laundry appliances will soon appear on the market, it was predicted at the Sixth National Laundry Conference held recently in New York.

Sponsored by the American Home Laundry Manufacturers' Association, the two-day annual session, in a series of "Panel of Experts Discussions," took up problems in home laundering methods where they left off last year, and pooled new findings and experiences turned up in the past year's research. Almost 500 participated.

Speaking on "What's Ahead—The Problems and Challenges," David Hays, engineering consultant to AHLMA predicted:

**For automatic washers:** "Faster washing action, better spinning, better drying, cutting down of drying time."

**For dryers:** "Improvement in lint traps and methods of disposing of lint. Refinements in controls; easier loading and unloading."

**For ironers:** "Higher wattages, larger shoes and rolls. With more and more

220-volt circuits going into new and remodelled homes this at last is possible."

"A combination washer-and-dryer in one machine—one that will occupy less space, require less handling of clothes, and have a 1½-hour cycle for complete washing-and-drying will soon be available," he said.

**Detergents.** G-E's Walter O'Connell, manager, home laundry equipment engineering, answering the inevitable query regarding the lack of affinity between syndets and laundry equipment, admitted there's still a problem.

Said O'Connell: "A great deal has been done in the past year. Changes in product designs; use of materials that can withstand syndets; rubber compounds that are different; a trend away from aluminum parts which contact syndets; new paint formulas; zinc platings are avoided, as are metal bearing rings on wringer washers. Much more remains to be done, however."

Concerning syndets, (carefully

pointing out that he was expressing personal opinion only), O'Connell said: "There have been some improvements in syndets, but not enough. Syndet manufacturers are not willing to recognize the big problem we have here."

"Mrs. Housewife will decide in the final analysis," predicted O'Connell. "She'll have to choose between maximum washability results with resultant high repair and equipment replacement costs, versus somewhat less satisfactory washing results, with less problems concerning the life of her machine."

Heading up a panel on soaps, syndets, starches and bleaches, Mrs. Helen W. Kendall, with the aid of Pamela Anderson, both of Good Housekeeping, presented results of a recently completed one-year study of laundering family washes done by the Good Housekeeping Institute.

For cleaner, whiter clothes, bleach has an important place, it was found. Liquid bleach seemed more effective

than the powders. Bleach was said to have no affect on tensile strength of fabrics when used according to directions, that is used in right proportions, and put into wash water before the clothes.

Seven leading textile, chemical, and consumer relations representatives in the fabric and garment field, comprised a panel headed by Mrs. Julia Kiene, Westinghouse, to discuss causes of consumer unhappiness with the new fabrics being used in dresses, childrens' garments, and other items, when they are washed or dry-cleaned.

Home laundry experts asked textile and chemical representatives to help in a campaign for better informative labelling in their industry. Textile and chemical experts in turn asked laundry equipment makers to moderate claims made in selling and advertising the washer and dryer.

The equipment panel—washers, dryers and ironers—was lead by Fred M. Mitchell, Frigidaire, who is also president of the Association. Mitchell

## INSIDE THE CONFERENCE ROOM THE WOMEN COMPARE NOTES, QUIZ THE MEN . . . . .



**HUDDLE:** Margaret Davidson, left, of Ladies Home Journal, Helen Kendall, center, of Good Housekeeping and Elizabeth S. Herbert of McCall's compare notes.



**LISTENING** as Ruth Gaffney, right, of Today's Woman makes a point are Edith Ramsay of American Home and Verna Miller of Frigidaire.



**THE LADY** holds the floor as Betty Olson of Crosley visits with C. S. O'Neil, research vice-president and R. G. Halvorsen, sales vice-president of Hamilton.

## OUTSIDE IN THE CORRIDORS THE MEN TALK SHOP, ASK EACH OTHER QUESTIONS . . . . .



**FIGURES** on the scratch pad of N. L. Etten of Chamberlain Corp., occupy the complete attention of P. Eduard Geldhof, Whirlpool vice-president.



**IDEAS** are traded by Harold P. Bull, Bendix sales manager, L. F. Caulfield, dryer sales manager for Bendix, and T. A. Campbell, Detergents, Inc.



**VISITING** in the Commodore lobby, AHLMA counsel George Lamb listens to a question posed by John Wicht, left, vice-president of Blackstone.

predicted that about 18-million washers; 6½-million dryers; and 2-million ironers will be sold in the next five years.

Reminding the industry of its responsibilities to the consumer in the sale of an automatic washer, Irene Goodhue, Maytag, said: "Exaggerated claims should not be made. No highly accelerated sales program will support itself without consideration of the user. This entails training dealer personnel, improving quality of instruction books, demonstrating features and discussing limitations of product at dealer level and holding user-clinics at consumer level."

Features and problems of the dryer were covered by Edith Ramsay, American Home, Helen Tangen, Hamilton Mfg. Co., and Dr. Elaine Knowles Weaver, Ohio State University.

"The dryer is a valet," claimed Mrs. Ramsay, as she demonstrated its many special uses: "Draperies, nylons, Dacron ties, rubber pillows, blankets, can

all be successfully dryer-dried," she said.

"Dryers are only good when properly installed," cautioned Mrs. Tangen. "Lint must be removed regularly; it's important that the dryer be level; proper size fuses are needed; overloading results in uneven drying; precise timing makes the difference between fluffy, wrinkle-free, and permanently wrinkled garments. It's important to retain natural moisture content of fabrics."

"Shrinking, especially in knitted cotton underwear, is a problem in the dryer," regretfully reported dryer-enthusiast, Dr. Weaver.

Predicting changes in ironer designs in the near future, Mrs. Florence Scott, Ironrite, cited thought-provoking reasons why ironer sales haven't kept pace with washer sales: "Inertia of dealers; not enough satisfied users; too much trouble to pull out and start; owners haven't been taught that all clothes, not just flat-work, can be ironed."



**PONDERING** over question by W. J. Schuler, left, of Lovell is John Hurley, president of Thor. Walter Kaufman of Lovell and F. J. Simpson of Thor listen.



## HOME LAUNDRY CONFERENCE: BETWEEN SESSIONS, PLENTY OF TIME FOR CONVERSATION



**GAG** at the luncheon table finds Norge president George P. F. Smith reassuring Margaret B. Doughty of Bendix. At right is V. F. Peterson, also of Norge.



**AGREEING** on plans for their firm's after-conference party are Mrs. H. P. Nelligan, vice-president, and Homer Reeve, president of Easy.



**HOME LAUNDRY** newcomer J. R. Cobb of Frigidaire, left, visits with Hot-point's J. B. Blanton. Cobb succeeds F. M. Mitchell as laundry sales manager.



**LUNCHEON COMPANIONS** Frank Breckenridge, president of Automatic Washer and Kathryn Just of Bendix pause briefly to pose for camera



**TIME OUT** for a smoke between sessions is enjoyed by E. L. Farquharson of Universal and Paul W. Berner of the Tide Home Laundering Bureau.



**COMPANY** huddle in the lobby finds R. F. Doyle, president of Appliance Mfg. Co. talking with W. A. Nixon of Duchess.

## Only from Hallicrafters

**A WORLD-WIDE PORTABLE  
SO SUPERIOR  
SIMPLE COMPARISON SELLS IT!**



Only Hallicrafters could have produced this set—the World Wide portable. No other company has the experience, the know-how in precision communications, that it takes to design and build such an instrument at such a price. No portable radio on the market has the number of bands, the coverage, the selectivity, the ease of tuning, the power of this magnificent new Hallicrafters. See it—try it. Simple comparison proves it—and sells it! The Hallicrafters World Wide portable plays anywhere, has three antennas. Dynamic Turret Tuner for shifting from one band to another. 117 volts AC or DC or batteries. There is nothing like it!

# *The whole world knows* **Hallicrafters Quality**

... easier to sell because it's easier to prove!

## **Now... Hallicrafters 20" Television PRICED TO SELL—BUT NOT AT YOUR EXPENSE!**

Here's news! This magnificent new Hallicrafters 20" TV is priced at a "Bargain-Leader" level—but YOU don't make any sacrifice. Here is a competitively priced 20" TV that gives YOU a fair mark-up. Why make sales that don't make money? It's profits, not sales, that keep your doors open.

And, as with all Hallicrafters equipment, here is the finest picture in TV. Here is a set that invites comparison—a set so superior that it is *guaranteed for one full year!* Non-glare, glass front. Provision for UHF. Modern plastic cabinet.

Complete line of 17", 20", 21" and 27" Console and Table Models from \$199.95. Including Excise Tax.

Prices subject to change without notice



# hallicrafters



**INDICATIVE** of serious approach to the conference was Eloise Davidson's comment from the floor, intense interest shown by Anna Lewis Logg.



**AUTHORITATIVE** answers to most of the questions were offered by panel which included Apex' C. G. Frantz, Clements' Jack Downs, Landers, Frary & Clark's W. J. Cashman, Eureka's Henry Burritt, and Karastan's Walter B. Guinan. Panel was final feature of the one-day conference.



**RESPONSIVE** audience covered wide range of subjects. Professor Lucille Williamson of N. Y. State College, wanted information on plastic-backed rugs.

# Experts Assay the Role of the Vacuum Cleaner

It maintains life and appearance of rugs, saves time and energy and helps protect family's health, home economists at VCMA's conference are told

Maintaining the life and beauty of today's new rugs and carpets with their man-made fibers is only one of the important roles the vacuum cleaner plays in the home today, according to speakers at the Second National Home Vacuum Cleaner Conference, held recently in the Commodore Hotel, New York City. Cleaners are also time-and-energy savers. They also play an important part in protecting family health. These points were brought out by Wallace W. Powell, director, sales personnel and marketing, The Hoover Co., and Mrs. Eleanor Cook Lang, McCall's Magazine, in talks entitled "Dirt in the Home" and "There's More in Dirt Than Meets The Eye," respectively.

The meeting was sponsored by the Vacuum Cleaner Mfrs. Assn.

Pointing out the time-and-energy saving features, speaker Powell reported results of a recent study which showed that a woman cleaning a 4-room house, travelled 2162-ft., worked 2-hours, and picked up only 8-oz. of dirt. With a vacuum cleaner, the same woman travelled only 297-ft., worked only 1.09-hours, and took up 17.9-oz. dirt.

Powell called attention to the fact that vacuum cleaners, although one of the oldest appliances on the market, have a saturation of only 58 percent, which compares unfavorably with the 92 percent enjoyed by Holland.

"Women haven't been educated in the additional uses of a cleaner made possible with attachments," said Powell. "Attachments for paint spraying, cleaning auto interiors, bathroom and kitchen tiles and linoleums, luggage, drawers, clothing, furs, all increase the use-value of the cleaner," he continued. "With moth damage in the U. S. set at \$200,000,000 yearly, here alone there's great need for consumer education."

**Family Health.** Mrs. Eleanor Cook Lang reported results of a study conducted by McCall's, which showed that an average living room rug which hasn't been cleaned for two weeks, can hold as many as 2680 micro-organisms in a four square inch patch. "After 5-minutes of vacuuming," she reported, "this number was reduced to 155 per patch."

The study also included an analysis of air-borne organisms found in the room-air during vacuuming compared

to the number found while sweeping. "Forty-six organisms in air above the patch were reduced to 34 during a 5-minute vacuum cleaning period," said Mrs. Lang "whereas the same time spent in sweeping, increased the total to 90 micro-organisms."

A question and answer panel between the manufacturers and the audience of 270 home economics educators, home demonstration agents, and magazine editors, provoked interesting discussion:

**Saturation.** On our low saturation, Lewyt's Walt Daily, panel moderator, said: "Farm areas, (only 25% saturated) and low income groups pull down the national saturation. In New York and other metropolitan areas saturation is nearer 70 percent."

Eureka-Williams' president, Henry W. Burritt, added: "Surveys taken nationally by our company show 90 percent of those owning a phone own a vacuum cleaner."

**Cost.** A number of educators asked: "How can you justify the high price of a cleaner in relation to use and performance in the home?"

Universal's Bill Cashman answered: "Comparing cost in relation to use, no

appliance pays for itself as much as a vacuum cleaner does. It's the best known means of protecting our large investments in expensive furnishings, rugs, draperies, upholstered furniture, bedding, etc."

J. J. Downs, Clements Mfg. Co. added: "The cleaner of today doesn't cost too much. Cost hasn't increased in ratio to labor and materials."

Eureka's Burritt: "Manufacturers have invested heavily in tools, patents, techniques, facilities. Many have costly research laboratories. In spite of these investments, retail prices haven't risen very much."

**Life.** Ten years was agreed upon as a good average life for a cleaner, and it was observed that there are now over 10-million cleaners in the U. S. that are 10-years old and over.

The conference closed on a commercial note: "1953 will see more advertising on cleaners than on refrigeration," predicted moderator Daily. "More than 5-million will be sold in the next 5 years," prophesied VCMA's president, Walter Dietz of Electrolux. It was also agreed that the farm area is a fertile field for cleaner sales.





**SYNTHETIC FIBERS** are producing revolution in rugs, Karastan's Guinan told listeners and fellow speakers Mrs. Eleanor Cook Lang and Wallace Powell.



**PRE-MEETING COFFEE** found Walter Daily, Lewyt vice-president, and Lannon Mead, Regina president, agreeing that selling was not what it used to be.



**WAITING** between sessions gave many cleaner makers a chance to talk. Joseph Nuffer, Air-Way president, kept D. R. Guthrie, Electrolux, interested.



**SMILING** Alex Lewyt emptied a dust bag of humor for the benefit of skeptical but interested R. A. Orr, manager of G-E's vacuum cleaner and fan department.



**PROUD ESCORT** for Betty Furness was W. E. Slabaugh of Westinghouse. Miss Furness spoke on her TV adventures while selling Westinghouse products.



**JOVIAL** Richard Simmons, vice-president of Birtman, brought together A. L. McCarthy, Eureka, and George W. Smardon, Sears, Roebuck & Co.



**COMMITTEE MEMBERS** made special efforts to make home economists feel at home. J. A. Kemper, Scott & Fetzer, greets Nancy Masterman, Crosley.



**COMPANY PROBLEMS** were sometimes discussed during conference. Here Apex chief engineer, G. I. Cockerill, listens to sales vice-president, A. C. Scott.



**MEETING DETAILS** were chief concern of VCMA president Walter Dietz, who also heads Electrolux, and William Shaw, who actually ran show.



**PROCEEDINGS** of the seventh National Farm Electrification Conference are discussed by J. C. Cahill of Detroit Edison, John Strohm of **Country Gentleman** (and chairman of the Conference) and Dawson C. Womeldorff of Public Service of Northern Illinois.

## Swan Song for NFEC

**Steering committee votes to discontinue general convention-type conferences but participants in final meeting agree that it was one of best ever held**

If things must come to an end, the Seventh annual National Farm Electrification Conference in Detroit in late October proved that they can end on a happy note.

This year's conference had at least two strikes on it when the general program got underway. There had been dissatisfaction over previous meetings and only the day before the NFEC steering committee had voted against holding a general convention-type session in 1953. The sessions could, therefore, have easily become a wake for the dying conference. Surprisingly enough, however, delegates contacted after the meetings ended agreed that this had been the best conference ever held.

Although voting against continuing the general meetings, the NFEC steering committee will continue to meet. Their plans for the next meeting (date and location undecided) include:

- a review of the most pressing farm electrification problems and an attempt, with the assistance of invited experts, to reach certain definite conclusions,

- an appraisal of its own efforts at handling such matters on a leadership level on a limited conference committee basis, and

- determination of whether it is best to continue discussions as a national committee, to abandon all such national efforts, or to again resume the type of conferences held during the past seven years.

**Program.** Speakers included L. H. Hruby, General Electric Co., John M. Wicht, vice-president of Blackstone and American Home Laundry Manufacturers Association and J. A. Kempler, vice-president of Scots and Fetzer Co., for Vacuum Cleaner Man-

ufacturers Association.

Said Hruby: Home lighting is the last frontier. It will take 100 years to catch up with the progress of the commercial and industrial lighting field.

Said Wicht: The dealer isn't giving all the information he should to the consumer. When we get letters from people telling us of problems of their washer, we can see where they aren't even reading their instruction manuals. Maybe it isn't the dealer's fault, but sometimes the shipping plugs that we put on are not removed before the consumer begins using her washer. But outside of consumers failing to follow instructions, the dealer doesn't give as good a demonstration, as he

Said Kempler: Vacuum cleaners have none of the problems of the other appliances. It also is the only appliance that the consumer has no pride of ownership in. When a friend comes to a home, the housewife usually will show off her new washer, refrigerator, or flash range—but for the vacuum cleaner, she doesn't. However, home demonstrations are still being employed and both dealers and our distributors maintain this is the best method of selling.

When our country gets away from the controlled economy and we can cut loose again on production, you'll see the vacuum cleaner taken out to the rural markets in greater percentage . . . the rural market already has helped in our saturation, but it'll do even better.

Although the convention-type programs are not planned for the future, activities will be under the direction of the new chairman, H. E. Slusher, president of Missouri Farm Bureau Federation, Jefferson City, Mo.

## NAED Reveals Plans

Appliance and the radio, television and tubes committees of the National Assn. of Electrical Distributors will meet in Chicago next month to set up plans for the coming year.

Three subcommittees of the major appliance committee will hold individual meetings on January 7. Manufacturers will be invited to join the group at luncheon. In the afternoon the groups will set up programs which will be announced and finalized at a dinner meeting of the full committee. The radio, television and tubes committee will hold a similar type meeting.

Preliminary plans for the group's 1953 convention were also announced last month. The convention will be held in Chicago with the appliance division's sessions on May 25 and 26 and a general session on May 27.

## Clinic for Selling

Guests representing manufacturers, utilities, financial institutions, and distributor and dealer associations appeared as speakers at a sales clinic in Louisville in mid-October.

The event was sponsored by the Kentucky Radio-Appliance Dealers Assn. and the Wholesale Appliance Assn. Over 200 members of the industry gathered to hear speakers and comments like these:

**J. B. Elliott of RCA:** The twin evils that for years have been haunting the radio and television retail industry are selling on a price basis alone and merchandising receivers as if they were merely appliances.

**Raymond Sales of the Kentucky dealer group:** Dealers should obtain details of "back-door" sales and send them to the group's headquarters.

**Al Bernsohn of NARDA:** Mark-ups for TV and some major appliance lines are likely to be up five percent in lines introduced in late 1952 and early 1953.

**Kip Anger of Motorola:** Place

greater sales emphasis on hidden values and dramatize the features of merchandise.

**Mort Farr of NARDA:** Reciprocal honesty and joint effort on the part of manufacturers, distributors and dealers are the only protection both levels of the industry have against outside forces that can take business away from both.

**Verne Martin of Maytag:** Make a greater appeal to basic human values and take a personal interest in the customer as well as his money.

## More Water Systems

The problem of how to sell more water systems in 1953 occupied the time of every committee and general session of the two day annual meeting of the National Assn. of Domestic and Farm Pump Mfrs. in October.

Members heard details of the 1953 National Water Systems Month promotion from J. C. Cahill of Detroit Edison, chairman of the joint planning committee of the Electric Water Systems Council. The promotion will be built around the theme "Plenty of Water, Plenty of Pressure".

Executive secretary Herbert C. Angster told the group that the success of the whole program for bigger, more modern electric water systems hinges on getting well drillers to drill bigger wells.

A. H. Hemker of General Electric told the group that "we'll all do a better job of selling the farmer when we remember to keep his viewpoint in mind."

E. D. Smith of the Dayton Power and Light Co., told the group that his firm began selling appliances when it found that dealers were doing "a poor job of selling the farmer." The utility put its heaviest effort on water systems since sales of other appliances depended on running water.

Re-elected during the meeting were president H. R. Lafferty, vice-president D. L. McDonald, treasurer John P. Curtin and Angster.



**HONORED** for his efforts in promoting sales of modern electric water systems, J. C. Cahill, right, of Detroit Edison receives a framed certificate of recognition from Herbert C. Angster, executive secretary and director of the National Assn. of Domestic and Farm Pump Mfrs. Award took place during group's twentieth annual meeting, at which Angster himself was honored by members for his 20-year leadership of the association.



**DISPLAYS HELP SELL MERCHANDISE**—Here is the attractive, modern sales room of the McClain Distributing Company. Dealers, too, can set up hard-selling displays with the aid of the complete **COMMERCIAL CREDIT PLAN**, which offers both wholesale and retail financing on all types of appliances . . . enabling dealers to carry on high volume operations without tying up needed working capital.



**ADVICE FROM COMMERCIAL CREDIT HELPS DEALERS**—Mr. Enloe McClain, left, President of McClain Distributing Co., Charlotte, N. C., shown here checking an account with Mr. George Ray, Jr., Secretary-Treasurer, says "COMMERCIAL CREDIT's advice to the retailer on financing and management helps the dealer, and indirectly helps our sales." He also likes COMMERCIAL CREDIT's collection service, and the resultant low credit loss.

## COMMERCIAL CREDIT CORPORATION

A subsidiary of Commercial Credit Company, Baltimore . . . Capital and Surplus over \$125,000,000 . . . offices in principal cities of the United States and Canada.



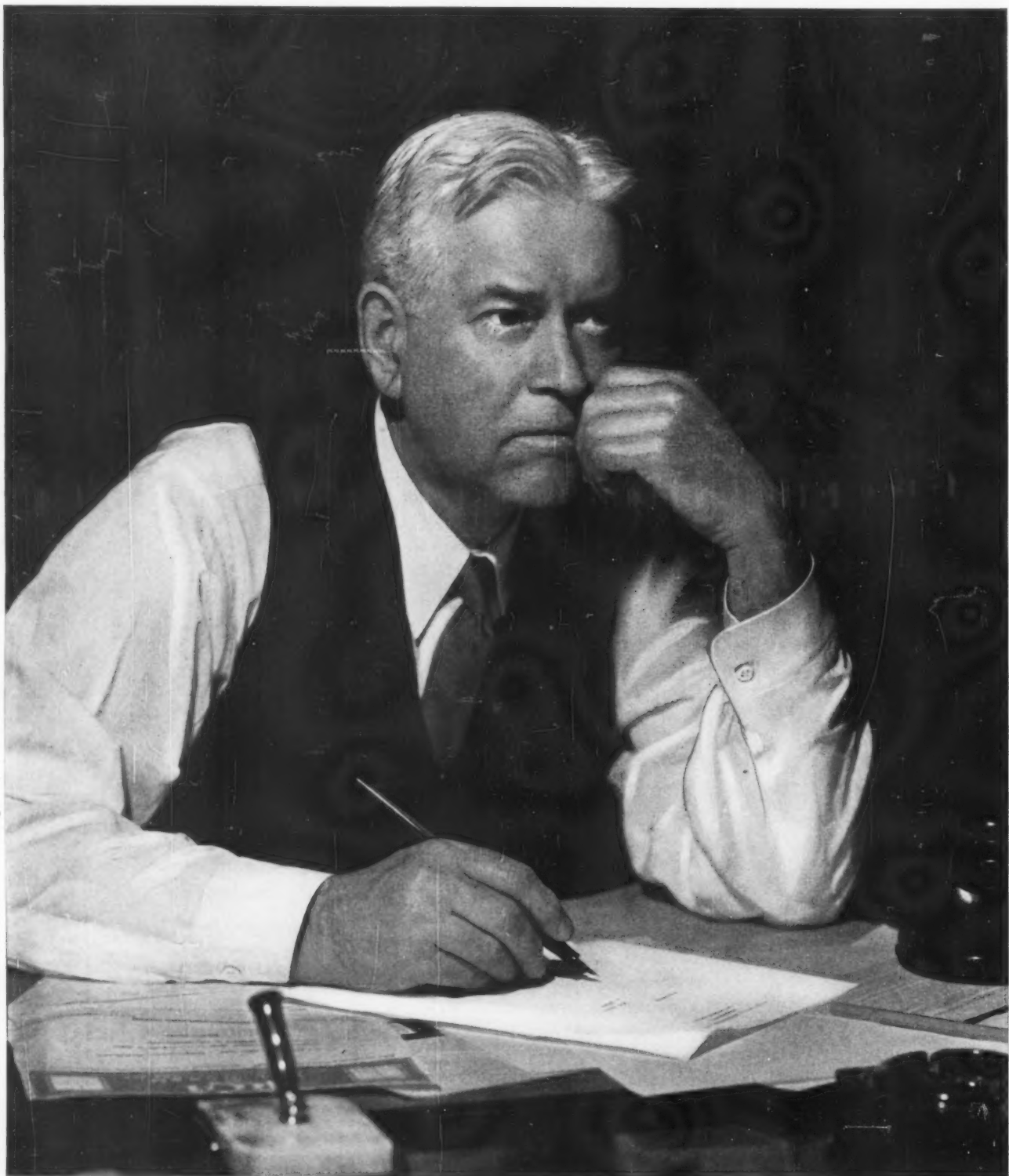
**GET FULL INFORMATION**—Ask your distributor, or contact your nearest **COMMERCIAL CREDIT** office . . . ask for a free copy of "Buy and Sell with Sound Financing," the interesting pamphlet that gives details on how the **COMMERCIAL CREDIT PLAN** can help you increase your sales and profit. There is no obligation.

More appliance  
dealers use  
**Commercial Credit  
financing**  
than any other  
national plan





# A General Electric franchise



# and what it can mean to you!

As a major appliance retailer your future profits depend on two great markets.

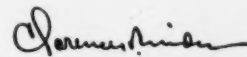
There will be great sales expansion in today's low-saturation appliances such as dishwashers, automatic washers, ranges, food freezers, room air conditioners, dryers. There will be a tremendous replacement market for today's established appliances such as refrigerators.

Your future profits depend on making the right connections now with the manufacturer who has a sound and complete program for both of these two markets.

We sincerely believe that the following 16-point program will convince you that General Electric offers you the most profitable franchise in the major appliance business today.

1. **General Electric Offers An Outstanding Line—A Fine Line**—with a wide choice of models and prices—and the exclusive features your customers want.
2. **General Electric Offers "Consumer Preference"**—in independent national surveys, 55.7% of women said, "General Electric makes the best appliances."
3. **General Electric Offers Dependability**—G-E appliances have earned a nationwide reputation for year-in, year-out dependability unmatched by any other manufacturer.
4. **General Electric Offers Unusual Sales Opportunities**—concentration on one fine line offers more efficient selling, with its consequent better turnover and fewer markdowns. Concentration on one *complete line of matched appliances* offers you the much-desired balanced annual sales curve.
5. **General Electric Offers Price Protection**—protection on your reported inventory against lowering of list prices of General Electric Major Appliances.
6. **General Electric Offers A Powerful Advertising Program**—the Joan Davis and Fred Waring Shows on TV, the Bing Crosby Show on radio, leading national magazines and hundreds of newspapers are steadily pre-selling General Electric appliances to your customers.
7. **General Electric Offers Comprehensive Co-op Advertising**—General Electric and its distributors share the cost in newspapers, outdoor posters, car cards, TV, radio, and motion pictures.
8. **General Electric Offers A Complete Display Program**—for each major appliance.
9. **General Electric Offers A Complete Sales-Aid Program**—tested special promotions, sales literature, presentations, demonstration kits, consumer motion pictures, and many other aids for complete year-around sales programs.
10. **General Electric Offers A Realistic Sales-Improvement Program**—continuous sales education for sales personnel.
11. **General Electric Offers Dependable Product Service**—product-service schools maintain high standards among G-E servicemen.
12. **General Electric Offers A Complete Finance Service**—the General Electric Credit Corporation covers every finance operation for you and your customers.
13. **General Electric Offers Continuous Distributor Cooperation**—the G-E plan is not simply to sell appliances to you—but to help you sell them to your customers.
14. **General Electric Offers Important Special Services**—the General Electric Home Bureau, leader in kitchen-laundry planning, and the Consumers Institute, conducting courses for salespeople in the proper use and care of appliances.
15. **General Electric Offers Prestige**—General Electric is the oldest and most respected name in the electrical industry.
16. **General Electric Offers A Stake In Its Blueprint of Opportunity**—today, at Louisville, Ky., General Electric is investing millions of dollars in Appliance Park, the world's largest appliance-manufacturing plant.

To us Appliance Park is more than land, brick, mortar, and steel; it is a symbol of our great faith in the future of the appliance business. Appliance Park is a realistic blueprint of opportunity for us and for you.



CLARENCE H. LINDER, General Manager

**Major Appliance Division**  
Louisville 2, Kentucky

**GENERAL**  **ELECTRIC**

## MEETINGS



**"POLITICAL" THEME** at Coolerator distributor convention in October was heightened by demonstrations like this as distributors parade through the hall.

## Political Hi-Jinks

**Coolerator uses a "political atmosphere" as theme for October distributor convention; unveil new lines including room coolers and upright freezers**

Approximately 450 distributors and their men headed north in early October, their destination the Coolerator distributor convention in Duluth.

Once there they heard generally optimistic predictions of what's ahead in the coming year, listened to details of 1953 advertising and promotion plans, and got a first look at the company's new lines. The entire meeting was built around a "political" theme to capitalize on interest in the national elections.

Newcomers in the product showing were a line of upright freezers and a line of room air conditioners. Filling out the Coolerator picture were range, refrigerator and chest-type freezer lines.

H. C. Beresford, director of sales and advertising for Coolerator, told the group that the prospects for the

coming year were excellent. He cautioned them, however, that steel supplies would be relatively tight until late 1953.

**New Lines.** The room air conditioner line contains four models, priced from \$229.95 to \$459.95. A room thermostat is standard equipment and the cooler automatically cycles as local weather conditions change.

Three upright freezers were added to the line and distributors were told that upright sales are increasing faster than chest-type.

Sales manager Fred C. Margolf handled the introduction of the eight-model range line. He emphasized that new models permit french-frying in the deep well, that a hidden unit in the oven adds 25 percent more heat and that "Well-E-Vaters" permit



**NEW PRODUCTS** unveiled at the convention included this line-up of upright freezers, demonstrated by W. A. Summers.

quick switches from the deep well to the surface unit.

R. E. Deaux, chief engineer for the firm, introduced ten new refrigerators to the group, giving mechanical details of a defroster which automatically operates every 24 hours, depositing water in a defrost receptacle.

**Promotion.** N. C. Sabee, manager of advertising and sales promotion, described the work of Coolerator's 28 home service girls and told of plans for 3000 Coolerator demonstrations at home shows and specialty demonstrations for food plans. Other new plans include food plan family parties, and a home service manual. A variety of promotional aids and a retail salesman incentive plan (Operation Santa Claus) were also described.

## Market Conference

York Corp. last month concluded a series of business administration conferences for its top distributor principals.

According to vice-president John R. Hertzler, the meetings were designed not as sales rallies but as programs for marketing York products. Previewed during the conferences were the 1953 room air conditioners to be marketed by York. They include eleven models ranging from 1/4 to one hp. in capacity.

Opening session of the conference series was held in New York with succeeding meetings in Chicago and New Orleans.

## Tribute to an Old Timer

**Admiral takes time out during showing of new refrigerator line to pay tribute to its first distributor and "elder statesman", Maurice Despres**

To the Ross G. Siragusa saga, you can add the fact that he is a sentimentalist. At a distributor's meeting in Chicago on October 31 he took 20 minutes to phone a get-well message to Maurice S. Despres, Admiral's first distributor, and told the moist-eyed group how, almost two decades ago, he spread out on the bed in a tiny hotel room his first radios and signed up Despres as a distributor.

Despres, Siragusa said, was a guiding light in many momentous decisions Admiral has made. In 1939, he encouraged the purchase of 10,000 record changers, he sparked the 3 ft. theater with a 10 in. TV, which gave Admiral a big share of the big ticket business, and he encouraged the go-ahead on 21-inch television at \$199.95.

His listener, in a New York City hospital, and recently retired from Dale-Connecticut, Inc., New Haven distributorship, learned he had been handed a century old compote and a scroll as a memento of the occasion.

**Back to Business.** Lee Baker, refrigeration generalissimo for Admiral,

explained expansion plans at Admiral's plant in Galesburg, Ill. It is twice the size of last year, and will produce 400 ranges a day. There are 5 1/2 miles of conveyers, and 13 freight cars can be loaded at a time. A porcelain plant



**"ELDER STATESMAN"** Despres.



**LINE-UP** at the Coolerator convention finds executive vice-president S. W. Skowbo introducing H. C. Beresford, director of sales and advertising, sales manager Fred C. Margolf, N. C. Sabee, advertising and sales promotion manager, and R. E. Deaux, chief engineer.



**DAY AFTER DAY!**

**MARKET AFTER MARKET!**

**YEAR AFTER YEAR!**

**for 29 YEARS**

**The MOST COMPLETE COVERAGE  
in MAJOR APPLIANCES-TELEVISION, RADIO**

**M**ARKETS are people—not places. This is not only A Market. It is *THE* Market!

In Age, Experience, Prestige, Customers, Coverage, Proven Results and Good Will, The American Furniture Mart attracts the Key Buyers and the Key Sellers. The top brass of the producers and the merchandisers meet here, easily and inexpensively.

**WINTER MARKET—JAN. 5-16**

**Write for Admittance Passes  
TODAY.**



of 33,000 sq. ft. is going up, with an output of 2,000 refrigerators daily.

Restrictions in materials have caused shortages in television. Baker stated, and may cause them in refrigeration. Direct increases in costs have occurred that cannot be avoided, he said, such as labor, motors, steel, freight, and tooling. The half million additional cost of tooling alone, he stated, spread over a yearly production of 500,000 refrigerators adds \$1.50 to each unit.

**New Models.** The new line included models in seven, nine and eleven cubic foot sizes plus two Dual Temp units. Prices range from \$189.95 to \$529.95.

For details of the new line, see the new Products section.

## Blows Hot and Cold

Mitchell Mfg. Co. last month took what it considers to be the "world's most advanced room air conditioners" on a cross-country tour. Distributors assembled in nine cities to hear company officials describe product refinements and explain promotional programs.

Product-wise, interest centered in the "dyna-heating" system incorporated in the 1 and 1 hp. units. Mitchell officials feel that these provisions for heating will attract residential prospects as well as motel and hotel operators. (For details of the new line see the New Products section.)

Promotion-wise, Mitchell trotted out a wide variety of promotional tools for dealer and distributor use and revealed details of the company's first broad-scale national advertising on its air conditioners. This campaign will involve a budget double that undertaken by any other manufacturer in the field during the past year. Mitchell executives said. Distributors were told that "we've already sold air-conditioning, this year we're selling Mitchell."

Mitchell thinks it may have two answers to the highly seasonal nature

of the room air conditioner market. The inclusion of heating elements will extend the season by several weeks, at least, in northern areas and for considerably longer periods in the south. The firm is also urging dealers to sell the unit as a Christmas gift item and has prepared an over-sized Christmas gift certificate for dealer use.

Company officials on hand for the meetings included president Bernard Mitchell, vice president Eugene Tracey and advertising and sales promotion manager Howard Haas.

## Good Year Ahead

Hotpoint last month took the wraps off its 1953 lines for distributor principals across the country.

Trotted out for distributor inspection during the meetings were a new product (a dehumidifier), three new freezers, eight new ranges, a line of new refrigerators, and a variety of opinions on what's ahead for the appliance business.

Company officials also revealed that a 1/2 hp. room air-conditioner will be added to the 1953 lines but that limited production will prohibit nationwide introduction of the unit in 1953. The new dehumidifier will extract more than three gallons of water per day from up to 10,000 cubic feet of room air.

Most optimistic view of what's ahead came from president John Sharp who told the group that he expected continued prosperity for the business.

From marketing vice-president John McDaniel came prediction that there will be plenty of competition in the year ahead—and that manufacturers and distributors may face some sharp competition in lining up the kind of dealer they want in every market.

Novel feature in the range line was inclusion of an automatic French-fry element on two models. (For details of the complete line, see the New Products section of this issue.)

# Mohammed and the Mountain

**G-E uses "two-way stretch" to show new lines: first, distributors visit the factory—then the firm uses two special trains to take new lines to the field**

• General Electric major appliance distributors who assembled in Louisville in late October to take a first look at the company's new lines got more than just that. A five-point merchandising program, which includes a major sales campaign, was also unveiled.

Other key points in the program include revision of the major appliance division's marketing operation, expanded advertising plans, intensive sales education work and a planning calendar for distributors and dealers.

There were several previews awaiting the visiting distributors. There were new products, new manufacturing facilities at the new "appliance park" and a preview of G-E's new TV show. On hand for the latter were TV stars Joan Davis and Jim Backus. Also included in the year's \$12 million ad budget is sponsorship of the Bing Crosby radio show, a newspaper classified ad program, expanded magazine advertising and continuation of co-op advertising.

At "appliance park" distributors got their first look at actual manufacturing operations in the mammoth new plant. By this time next year, general manager Clarence Linder told the group, all major appliances except refrigerators will be rolling off the Louisville lines.

An optimistic forecast for the coming year was offered by Linder, who said that the industry would turn out 12.4 million units in 1953, up about 16 percent from this year.

The new sales campaign will be built around the company's seventy-fifth anniversary and will be called a "Diamond Jubilee Sweepstakes."

Two four-car "appliance trains" were employed last month by General Electric to let distributor personnel all over the country take a close-up look at the company's new major appliance lines.

According to G-E officials, the use of the trains allowed the company to stage previews in 16 cities; in addition, the trains minimized the problems encountered in arranging meeting facilities.

The western train under the direction of H. A. Warren, manager of distribution, opened its eight-stop tour in Chicago on November 5. On the same day, an eastern train opened a nine-stop swing in Cleveland under the direction of J. F. McBride, manager of sales planning.

Each train consisted of three baggage cars plus a Pullman car. The tracks of 21 railroads were used in moving the trains around the country. In each baggage car a revolving demonstration platform facilitated presentation of appliances.

## Blackstone Meeting

District sales managers and territory representatives of Blackstone Corp. met in Jamestown, N. Y., in late October for a three day sales convention at which new products and promotional plans for 1953 were outlined. Blackstone executives reported that the firm's large-scale expansion program was about completed and said that the meeting was "the first step in the company's all-out drive to capture a much bigger share of the home laundry equipment business."



**EASTERN TRAIN:** Cleveland and Buffalo distributors inspect new G-E appliances as the eastern "appliance train" makes its bow in Cleveland. From left to right are Squire Head of GESCO, Cleveland; Ken Moss, district manager, Buffalo; A. G. Chaffer, refrigerator marketing manager; A. M. Sweeney, assistant to the general manager of the major appliance division; F. M. Walker, Cleveland district manager; and J. F. McBride, manager of sales planning.



**WESTERN TRAIN:** Confering at a trackside conference as the western "train" makes its initial stop in Chicago are: Robert Daley, sales manager of the E. H. Schaefer Corp., Milwaukee; Jack Lininger, vice-president of South Bend Electric; L. H. Miller, merchandising manager of the G-E major appliance division; and J. S. Strecker, manager of the Chicago district for major appliances. Western train made seven stops while the eastern one hit nine cities.

...back with  
**DOMESTIC**

...and making  
more money



"... service, the most costly operation in any retail business, is *practically non-existent* with Domestic."

That statement is backed by 50 years of sewing machine retailing at The Bruce Company, Springfield, Illinois. And Robert A. Bruce *knows* his cost figures... he *knows*, now, from experience, that to be back with Domestic is to make more money on every sewing machine sale.

You, too, can profit by The Bruce Company's experience. Domestic Sewmachines are *easier to sell*... Domestic customers *stay sold*... and Domestic margins mean *fat profits*. For information on the Domestic Franchise in your neighborhood, see your Domestic Distributor or write Domestic Sewing Machine Co., Inc., Cleveland 1, Ohio.

wonderfully simple  
Simply wonderful

**Domestic** SEWMACHINES

MUSICAL INSTRUMENTS  
Pianos  
Records  
Organ  
Repair Service

**THE BRUCE COMPANY**  
201 EAST MONROE STREET  
SPRINGFIELD, ILLINOIS  
TELEPHONE 2-2828

ELECTRICAL APPLIANCES  
Refrigerators  
Sewing Machines  
Washing Machines  
Home Freezers  
Radio Service

"Serving the public for more than half a century"

Mr. Gene Prelling  
2910 W. Berwyn  
Chicago 25, Illinois

July 25, 1952

Dear Sir:

Our experience with Domestic Sewing Machines dates back approximately fifty years to the time when Domestic built the Bruce rotary for my father. We still receive letters of praise from states of the union telling us that their old Domestic Bruce rotary, in many instances, is serving the second generation.

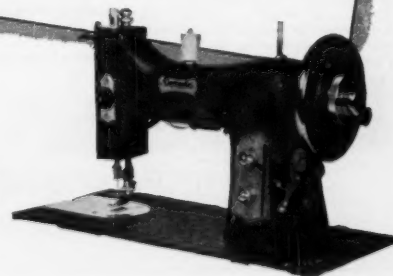
Because sewing machines have been on allocation from time to time we have necessarily had to sell other makes of machines. From this experience we note that service, the most costly operation in any retail business, is *practically non-existent* with Domestic.

We are very happy to be back with Domestic again.

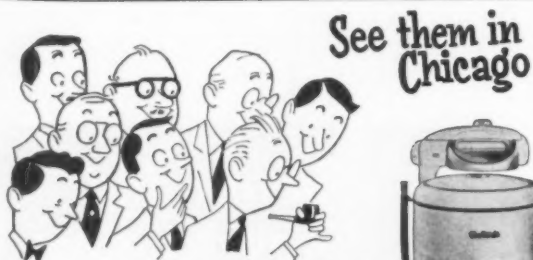
Yours very truly,  
The Bruce Company

Robert A. Bruce  
Robert A. Bruce

RAB:rf







See them in  
Chicago

Jan. 5th-16th Space 512-A  
FIFTH FLOOR  
AMERICAN FURNITURE MART

See the COMPLETE ONE MINUTE LINE at the show. Take a good look and you'll see why Their Beauty sells them and Their Dependability keeps them sold.

You'll see five rugged and beautiful washer models . . . each equipped with America's strongest, smoothest, quietest, most trouble-free gear. Examine this gear and you'll see why three generations of loyal housewives sing their praises.

Catch the beauty of the NEW ONE MINUTE DRYER. Note its modern engineering and design.

TUBS! TUBS! . . . De Luxe or Standard Drain Tubs in either single or double models . . . the De Luxe line, finished in gleaming white Superclear enamel, is America's most beautiful tub—and so attractively priced!

YOU'LL GET AN EYEFUL WHEN YOU SEE THE ONE MINUTE LINE



## Appliance Movers Like

# Escort HAND TRUCKS

The Truck with the  
CRAWLER TREAD

CRAWLS on Roller Bearings  
up and down steps



Everybody likes this

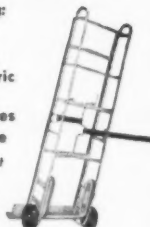
## APPLIANCE TRUCK!

The ideal truck for every purpose! No lifting . . . no fatigue . . . carries a full load safely up and down stairs and crawls over obstructions. Your men will appreciate the Escort truck.

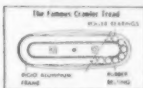
Ideal For Handling:

- Refrigerators
- Water Heaters
- Gas and Electric Ranges
- Music Machines
- Any appliance

Catalog on request



Escort CRAWLER  
HAND TRUCKS



STEVENS APPLIANCE TRUCK CO.

Norton Road

Augusta, Ga.

P.O. Box 897



LOOKING over a new water system for the low price market, are E. M. Myers, assistant to the president, and J. F. Simmons, assistant domestic sales manager, of the F. E. Myers & Bro. Co. during a national sales conference in Ashland, Ohio, in early October.

## New Water Systems

Two new electric water systems, a sump pump, and a compressed air sprayer line were introduced at a national sales conference at the F. E. Myers & Bros. plant in Ashland, Ohio, in mid-October.

C. D. Leiter, vice-president and domestic sales manager, announced that a separate merchandising and marketing department is being established within the sales division. A merchandising manager will handle the program, and he will guide the market research and the four product managers.

The new lines being introduced on the market now are only part of the new products planned by F. E. Myers. Other products will be announced sometime after the first of the year when it is expected production and

shipment will be ready to handle immediate orders. In the new lines shown in October were a new improved sump pump, new MHN series water system for deep wells, and the Ejecto Jr. "K" series water system for shallow and deep wells, for 40 ft. maximum well lift. This system will be compact enough to be installed under kitchen sinks, in utility rooms and other small places. The Ejecto Jr. has been moderately priced to meet the challenge from competitors. One unique feature built into these particular pumps is a plastic substitution for the brass venturi tube. Officials claim that it will make the pump more efficient because of less friction, as well as making possible a moderately priced pump. It was believed that saving on the replacement would help the factory maintain its present price.

## Preview for Salesmen



NEW PRODUCTS of the Meier Electric & Machine Co., Inc., Indianapolis, were previewed at the firm's annual sales meeting this fall. Above, sales manager Ray D. Stump, second from left, shows features of an electric wall furnace to Henry P. Briel, Floyd Wilson and O. B. Wilt. Also shown was the firm's line of Silent Breeze attic fans, recently acquired from Halcomb & Hoke. Other products shown included window fans, industrial coolers, portable heaters and an electric dehumidifier.

# OBSOLESCENCE

**is the ever-present enemy  
in your business**

To lick it — to put new pep into your business — you need new merchandise, fresh ideas, new contacts, more personal contact with the top men of your sources of supply. You can't beat obsolescence — or your competition — with yesterday's products or ideas. Bring yourself and your business up to date at the . . .

- *It will wreck your business if you let it*
- *It will make your last year's best seller as unwanted as the plague*
- *It will put a hole a mile wide in last year's sales*
- *It will be the best friend your competition ever had*

## NATIONAL HOUSEWARES EXHIBIT

**JANUARY 15-22, 1953**

(Exhibit not open Sunday, Jan. 18)

**NAVY PIER, CHICAGO**

**NATIONAL HOUSEWARES MANUFACTURERS ASSOCIATION**

(Incorporated not for profit)

**1140 Merchandise Mart, Chicago 54, Illinois**



F. E. HOWELL



C. J. COWARD



J. W. KEUPING

Eleven new executive appointments in Kelvinator's sales organization have been announced. Among the new appointees are: J. W. Keuping, assistant general sales manager; C. J. Coward, who continues as merchandising manager with new responsibilities; W. L. Jeffrey, sales manager of refrigeration and range products; H. L. Travis, manager of retail distribution; and H. A. Valencourt, manager of wholesale distribution.

Six other management assignments have also been announced by Kelvinator in its continuing expansion. The new lineup includes: R. A. Demmer, eastern regional manager; F. E. Howell, sales manager; Leonard Div.; F. J. Worden, manager of home freezer sales; J. B. Johnson, manager of laundry equipment sales; W. G. Kronauge, sales manager, special products; and R. L. Runkle, manager of marketing and organization.

#### Raytheon TV & Radio Corp.

Announcement was recently made of the promotion of James R. Butler to the post of merchandising manager. He was formerly sales promotion manager.

## NEW POSITIONS

#### Reo Motors, Inc.



WILLIAM J. BLACKBURN

William J. Blackburn has been named as the new sales manager for the Lawn Mower Division of Reo Motors, Inc. Blackburn was formerly general manager of the Trimalawin Mower & Equipment Co., Inc.

#### Servel, Inc.



D. W. DAILEY

Advancing to an executive post after several years as product manager, Donald W. Dailey has been named a vice-president of Servel, Inc.

#### Stewart Warner Corp.



JOHN R. HOWLAND

Creation of a new position, that of commercial sales manager, and appointment of Col John R. Howland to fill it has been announced by Stewart-Warner Electric, the television and radio division of the corporation.

#### Sylvania Electric Products, Inc.



JOHN K. McDONOUGH

John K. McDonough has become general manager of the radio TV division it is announced. Another new appointment is that of Charles W. Nulle to the post of advertising manager for the company's lighting div.

#### Motorola, Inc.



JACK SIEGRIST

Jack Siegrist has been appointed to the newly created organizational position of national advertising manager for Motorola, Inc.

#### Universal Major Elec. Appliances, Inc.



HARRY J. HOLBROOK

Harry J. Holbrook has been appointed vice president in charge of marketing for the company. Holbrook has assumed his new duties with Universal after a tour of service with the National Production Authority in Washington.

#### Thor Corp.



FRANK J. SIMPSON



THOMAS R. CHADWICK



DAN R. NIGHSWANDER

Newly appointed to executive posts within the company are the following: Frank J. Simpson as vice president in charge of sales; Thomas R. Chadwick as general sales manager; and Dan R. Nighswander as product manager for Thor washers and ironers. Additional appointments to Thor's national sales staff include: J. Ross Sims to the post of southern division sales manager; and Paul J. Buchen as central division sales manager.

#### General Electric Co.

Establishment of a specialty refrigeration products department covering home freezers and room air conditioners has been announced. Heading the new department will be Harold B. Donley with the title of general manager. New appointees in the new department also include J. Harold Erickson, manager of finance; James F. Young, manager of engineering and Roy Johnson, manager of manufacturing. In the household refrigerator department Kenneth G. Roe has been named sales manager. Edward L. Stehle becomes manager of the company's southeastern district.



**VIC'S RADIO - TELEVISION  
SALES & SERVICE**  
SINCE 1931

1201 SO. HAWTHORNE BLVD.

HAWTHORNE, CALIF.

JUNE 1, 1952

MR. LEROY MILLER,  
LEROY MILLER AND ASSOCIATES,  
1121 S. FLOWER STREET,  
LOS ANGELES 15, CALIF.

DEAR MR. MILLER:

I RECENTLY MADE AN ANALYSIS OF REPAIR EXPENSES ON SPARTON TELEVISION RECEIVERS WHICH I HAVE SOLD, AND I BELIEVE YOU WILL BE VERY MUCH INTERESTED IN THE RESULTS. AS YOU KNOW, I HAVE BEEN A FRANCHISED SPARTON DEALER FOR OVER THREE YEARS, AND MY ANALYSIS COVERS 152 SPARTON TV SETS, SOME OF WHICH HAVE BEEN OUT MORE THAN THREE YEARS.

WHILE I HAD A GENERAL IDEA THAT SERVICE EXPENSE ON SPARTON IS LOW, THE ANALYSIS OF MY SERVICE DEPARTMENT FIGURES INDICATES THAT THE AVERAGE EXPENSE TO THE CUSTOMER, ON SETS WHICH I HAVE SERVICED SINCE THEIR PURCHASE, INCLUDING BOTH PARTS AND LABOR, HAS BEEN **\$8.21 PER SET**.

I MIGHT ADD FOR YOUR INFORMATION, THAT MY ADVERTISING EXPENSE ON SPARTON HAS BEEN VERY LOW, AND MOST OF MY SALES ARE BROUGHT ABOUT BY THE RECOMMENDATION OF SPARTON OWNERS TO THEIR FRIENDS. IN FIVE MONTHS WE SOLD 51 SPARTONS THROUGH PHONE CALLS FROM PEOPLE WHO WANTED A SPARTON LIKE SO AND SO HAD. OUR CUSTOMERS SEEM QUITE HAPPY TO RECOMMEND TO THEIR FRIENDS, AND NO DOUBT THE LOW COST MAINTENANCE IS ONE OF THE REASONS.

SOME SERVICE CALLS ARE AS LONG AS 18 TO 24 MONTHS APART. I ALSO WISH TO ADD THAT I KNOW OF NO OTHER SET THAT PRODUCES A BETTER QUALITY PICTURE, AND GIVES YOU SO MUCH FOR THE MONEY.

VERY SINCERELY,

*Vic O. Williams,*  
owner

I HAVE EXAMINED THE SERVICE DEPARTMENT RECORDS OF VIC. WILLIAMS, AND IN MY OPINION THE ABOVE AVERAGE SERVICE COST PER SET IS CORRECT.

*Ed Vogel*  
ED VOGEL  
PUBLIC ACCOUNTANT

Unsolicited letter from Sparton dealer  
proves TV engineered to stay sold adds  
up to lower service costs, higher net!

**Average service  
cost on  
Sparton TV  
only \$8<sup>21</sup>**



The 21" Cambridge  
**\$629.95**  
Federal excise tax and  
warranty included.



The 21" Gilmore  
**\$339.95**  
Federal excise tax and  
warranty included.



The 17" Radford  
**\$329.95**  
Federal excise tax and  
warranty included.



The 21" Carrington  
**\$389.95**  
Federal excise tax and  
warranty included.

TV profits coming in the front door . . . going out the back door for service repairs?

That's not for Sparton dealers! Sparton Cosmic Eye Television is virtually custom-made. Sparton builds over 70% of its own vital functioning parts, specifies extra *hand-assembly* steps to assure trouble-free performance. The result: lower service costs for Sparton dealers from sets that *stay* sold.

Sparton dealers also get what are probably today's longest TV discounts, *plus* up to 3% retroactive discount; exclusive selling rights in their shopping areas; protection against dumping and price cutting.

The Sparton franchise in your area may still be open. Why not investigate? *Sparton Radio-Television, Jackson, Michigan.*

**Mr. B. G. Hickman**

**Sparton Radio-Television, Jackson, Michigan**

Please send me additional information on the Sparton franchise and information on the availability of franchises in my trading area.

Name \_\_\_\_\_ Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

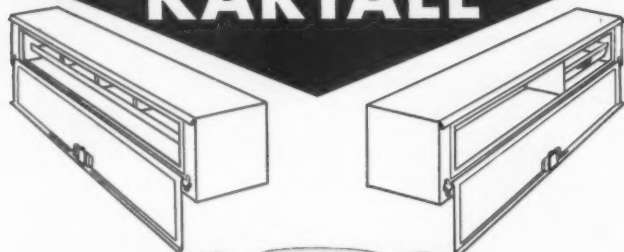
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

THE SUPERB  
**Sparton**  
THE SET THAT STAYS SOLD

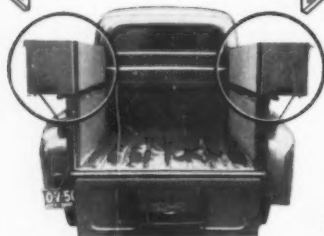
# STOP STEWIN'

Organize your tools & parts with

## KARYALL



G. M. C.  
DODGE  
STUDEBAKER



FORD  
CHEVROLET  
INTERNATIONAL

"KARYALL" Model H Compartments are designed to eliminate scattered tools and parts, protect from weather and theft and are available in sizes to fit 1/2, 3/4 and 1 ton pickup trucks.

"KARYALL" Compartments actually increase cargo area and readily convert any pickup truck into a quickly inventoried service truck.  
**Immediate delivery.**  
**Write for prices today.**

**KARYALL BODY, INC.** 8221 CLINTON ROAD  
CLEVELAND 9, OHIO

**MARILYN MONROE?**

HECK NO! JUST HEARD  
ABOUT THE NEW **HARDERFreez**  
**GOLDEN LEISURE LINE** ON EXHIBIT  
IN SUITE 1511, at the CROYDON HOTEL, CORNER  
RUSH and ONTARIO STS., CHICAGO!  
JAN. 5-17

Now! See the first major styling job in home freezer history! Completely new . . . chests and uprights . . . revolutionary design . . . brilliantly-styled **GOLDEN LEISURE LINE** of **HARDERFreez** Home Freezers! Great new sales and profit possibilities! See for yourself in Chicago! A number of choice exclusive franchises are now available.

HARDERFreez Division  
Tyler Fixture Corporation,  
Niles, Michigan



**HARDERFreez**  
**HOME FREEZERS**

## NEW POSITIONS

Westinghouse Electric Corp.



VICTOR D. KNISS



T. J. NEWCOMB

Several new executive appointments have been made by Westinghouse. Victor D. Kniss has been appointed general sales manager of consumer products while T. J. Newcomb assumes the post of manager of the company's television and radio division at Sunbury, Pa.

## Sessions Clock Co.



DOUGLAS A. LAPHAM

New sales manager for the clock division is Douglas A. Lapham. Sessions has also named Joseph Walle manager of the company's service division.

## Whirlpool Corp.

Ray Muldoon has been appointed advertising production manager where he will assume supervision and planning production of the company's advertising program.

# To manufacturers of APPLIANCES RADIOS TELEVISION

Your advertisement  
in **ELECTRICAL  
MERCHANDISING**  
will . . .

- Announce new products to the largest number of dealers in the shortest time, at the lowest cost.
- Acquire new dealers in "open territories" and improve the type of distribution in current markets.
- Keep dealers sold after they have signed up.
- Increase dealers' appreciation of the value of the franchise.
- Get dealers and sales clerks to spend more time in selling the advertiser's line.
- Educate the dealer on how to sell a product.
- Help stimulate off season volume.
- Show the trade how to sell up — selling up by promoting higher-priced, higher-profit lines.
- Increase effectiveness and use of point-of-sale literature and displays.
- Sell the soundness of a "house policy" and a company's stability.
- Get dealers to compare "lines" as to their relative completeness . . . turnover, etc.
- Support and augment the dealer contacts which are made by the advertiser's own sales force.

tell your dealer story in

## ELECTRICAL MERCHANDISING

the appliance-radio-TV industry's  
Best Seller

330 W. 42nd St., New York 36, N. Y.

A McGraw-Hill Publication

ABC • ABP

are  
you  
hard-pressed  
by  
the  
**BIG SQUEEZE?**



*Hard-pressed by rising selling costs and lower profit margins?*

A good way to iron out the difficulty is to feature products with the Good Housekeeping Guaranty Seal. They produce volume with less selling effort and expense because customers are already sold on brands guaranteed\* by GOOD HOUSEKEEPING. Assured dependability helps cut down costs on servicing and returns.

Don't let the big squeeze mangle your profits—feature brands backed by the Guaranty Seal.

\*



*Women know — the product  
that has it, earns it.*

# GOOD HOUSEKEEPING

**35¢** per  
copy

THE HOMEMAKERS' BUREAU OF STANDARDS  
57th Street at 8th Avenue, New York 19, N. Y.

10,650,000  
~~9,971,000~~  
readership





**OPENING** of Peirce-Phelps' new distributing plant in Philadelphia in October was formalized in ceremonial cutting of ribbon by Pennsylvania's Governor John S. Fine.

Manufacturers, utility executives, fellow distributors and dealers gather in Philadelphia to see highly publicized new building.



**PARTNERS** in the distributing firm examine a barometer given them for new building by M. F. Cotes, right, president of Duo-Therm. From left to right are partners Charles Phelps and Trev and Jim Peirce.

## The Trade Previews Peirce-Phelps' New Plant



**GUESTS** Mort Farr and A. L. McCarthy of Eureka, right, compare their notes as Phelps looks on over Farr's shoulder.



**CARRIER** president Cloud Wampler, right, inspects the new building with Warner Shelly of N. W. Ayer & Son and George Hewitt of Peirce-Phelps.



**NEW YORK** and Chicago distributors Ben Gross, left, and Harry Alter, do their Philadelphia sight-seeing together at opening.



**PARTNERS** Trev and Jim Peirce read congratulatory message as George Whitlock of Mullins, Wallace Johnson of Admiral, M. F. Cotes of Duo-Therm and George Foerstner of Amana look on.



**TRYING** out an office are Cincinnati distributor Charles W. Hyde, Charles Morrow, Jr., of Mullins, M. F. Cotes of Duo-Therm, and Charles Morrow, Sr., C. D. Alderman and D. F. Rucks, of Mullins.



**ADMIRAL** president Ross Siragusa, second from right, talks shop with visiting distributors I. Grossberg, S. P. Cohen and I. S. Burka, all of Mid-Atlantic Appliances, Washington, D. C.

# Oster

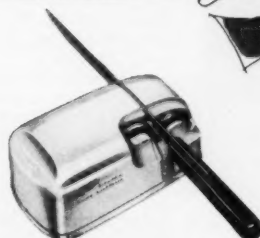
REG US PAT OFF

## offers you a great "gift-time" opportunity!

### 5 ways to more holiday profits with these gift-naturals



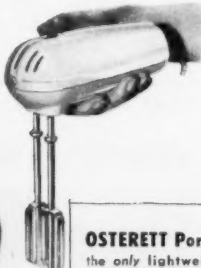
**OSTERIZER —**  
The original liquefier-blender.



**OSTER Knife Sharpener —**  
the only electric knife sharpener that sharpens both sides of blade at one time.



**OSTER STIM-U-LAX Junior —**  
the only massage instrument with Suspended Motor Action.



**OSTERETT Portable Mixer —**  
the only lightweight, powerful mixer for every mixing need.



**OSTER AIRJET Hair Dryer —**  
the only hair dryer with today's modern "jet" design. Faster hairdos and shampoos.



Only the **OSTERIZER** has a glass container open at both ends. This exclusive feature permits thorough and speedy removal of all ingredients from the glass container.



Only the **OSTERIZER** has a tapered cutting well to permit constant and continuous feeding of ALL ingredients to the cutting blades. This exclusive feature permits faster, finer dry grinding, more rapid and complete liquefying-blending-mixing action.



Only the **OSTERIZER** container bottom is threaded to fit the stand-and-canning jar:



Only the **OSTERIZER** has a grip-tite seat that holds container firmly in the base—releases quickly. No posts. No slots.



Only the **OSTERIZER** container bottom is threaded to fit the stand-and-canning jar:  
a. This feature is ideal for use in preparing baby foods; spreads; grinding coffee; grains for cereals; dried beans; peas for soups; sauces; etc.  
b. Saves food and time by eliminating the transfer of ingredients to another container for refrigeration or storage.



Only the **OSTERIZER** has a high speed powerful motor designed to perform all food processing operations with perfection.

JOHN OSTER MFG. CO. • RACINE, WIS.

**Oster's great new advertising campaign brings you customers — helps you sell**

Check your Oster stock now and be ready to get your share of the Christmas gift demand for Oster products. See your jobber or write us for details.



**THE FASTEST-GROWING ELECTRIC HOUSEWARES LINE IN AMERICA**

ELECTRICAL MERCHANDISING—DECEMBER, 1952

© 1952 ENT-18

PAGE 147

## MARKETING

### An Iron Gets the Hollywood Treatment



**APPEARING** in Omaha at the premier showing of Hoover's new steam or dry iron were Nebraska governor Val Peterson, left, Mrs. America, and James C. Hoover, a director of the appliance firm. Local appearances by the trio highlighted an intensive "presentation" promotion in Omaha.

The Hoover Co. and its local distributor pulled out all the stops when the firm's new steam or dry iron was introduced in Omaha in October.

On hand for a luncheon with 600 dealers were Governor Val Peterson, Mrs. America, and James C. Hoover, a director of the firm and son of the firm's founder. The new iron was unveiled with plenty of theatrical flourishes; a theater-type marquee at the ballroom entrance to the Blackstone Hotel announced the "premier" in flashing lights. The new iron was carried into the ballroom in a huge jewel box escorted by armed guards.

To publicize the premier, 3000 lines of advertising in two colors were used in newspapers; radio and spot TV ads were also used and heavy billboard

advertising was used. A live 30-minute TV show from the hotel ballroom was the highlight of the presentation.

Officials of Bi-State Distributing Corp. said that dealer enthusiasm has exceeded expectations and that the quota for the territory had been exceeded by 334 percent by the night of the premiere.

W. W. Powell, director of marketing research and personnel for Hoover, said that the city had been selected for the iron's introduction because of four factors: (1) its central location; (2) 70 percent of its citizens are home owners; (3) the Hoover name is well known locally since one-third of cleaners in the territory are Hoover units; and (4) the average annual income for the area is high.

### Exit for Garbage Man

Another community has voted to replace garbage men with General Electric food waste disposers.

Shorewood Hills, a suburb of Madison, Wisc., last month began installing the electric units in 475 homes and expects to complete the project in eight months. Village engineer L. J. Tooley said that the community decided on the move after studying reports from Jasper, Ind., which indicate an "almost total absence of flies and rats". (Two years ago Jasper became the first town in the world to use disposers on a community-wide basis.)

Shorewood Hills began considering the use of disposers when faced with an increase in garbage collection costs because of the growing reluctance of farmers to feed garbage to their livestock. In addition, a pending state law may prohibit such practices.

The village will buy the disposers, retain title to them and install them in homes; payment will be made from village general funds over a 10-year period. The annual amortization costs will be about equal to current garbage collection costs. After the units have been paid for, a nominal charges will be made to defray replacement and maintenance costs.

### Priority System

A priority system for purchasers of the firm's new "Wonderbar" portable refrigerator has been set up by Servel.

Consumers are asked to fill out forms, copies of which are held by the purchaser, the dealer and the distributor. The system is intended to put buyers on a first-come, first-served basis. "Despite steadily increasing production, demand continues to run ahead and we are taking this step to assure equitable distribution," Schuman said.

## More Skirmishing

Skirmishing on the Fair Trade battlefield continued this fall. The new actions weren't as important as the recently-filed Schwegmann suit (EM, November, page 176) but each was indicative of future action.

General Electric's small appliance division, which earlier had filed against two smaller retailers, asked for a permanent injunction against S. Klein's-on-the-Square, one of the biggest and best known of the price cutters.

Addressing a meeting of the National Assn. of Electrical Distributors in California in early October, B. A. Graham, president of Sunbeam Corp., warned that the "battle is only one third won". He contended that President Truman in his message accompanying his signature of the McGuire Bill gave the "green light" to fresh attacks on the "principles of Fair Trade." There may be action at both the federal and state levels by Fair Trade opponents, Graham said. "I predict that you will see the battle flare up in Congress and in the state legislatures, in certain business-hostile groups in the present administration and in the law courts. If you believe in Fair Trade you must fight for it—and the fight is going on now."

## Traveling Guest



**WELTERWEIGHT** Chuck Davey receives a V-M phonograph from Tommy Bartlett, left, emcee of the NBC "Welcome Travelers" program. The phonograph was given to Davey for presentation to a boys club in which he is interested.

## Offer Kosher Meat

Frozen kosher meat and poultry is being made available for distribution to members of the Freezer Owners Assn. Rabbi El. Silver will supervise the complete koshering process prior to the freezing of the meat. As a result, no soaking or salting once the frozen meat package is purchased.

## Webcor Ends Dual Distribution

Webster-Chicago Corp. is consolidating distribution of all of its consumer products with the 162 distributors who have been carrying its complete line. As a result, 600 parts jobbers who have been handling Webcor components, will no longer be franchised outlets for these items.

According to general sales manager Norman C. Owen the move has been made to enable the company to serve "most efficiently" its thousands of

retail outlets. He explained that the parts jobbers had been franchised by the firm when it marketed no consumer products. After the company began marketing phonographs and recorders a dual distribution system was used. Now, said Owen, demand for these products is so widespread that the merchandising distributor "is best equipped to sell all items and can operate most effectively when he has a franchise."

## 15,000 Cups of Coffee



**SILEX COFFEEMAKERS** were used by Mohican Stores, Inc., to provide facilities for serving 15,000 cups of coffee to visitors at the Danbury, Conn., Fair this fall. In the picture above Mohican's Ed Homer, left, and Silex's Jack Hamilton help a Mohican "squaw" serve up the refreshments.



# **NOW A MITCHELL**

## **ROOM AIR CONDITIONER THAT**

# *Cools and Heats!*



*turn to*

**DYNA-COOL**  
for those hot summer days

**DYNA-HEAT**  
for extra winter warmth

**MITCHELL** now gives you the Weath'r-Dial,  
Dyna-Heat, Dyna-Cooling... all at no extra cost!

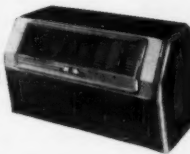


Mitchell sales have pulled way out in front of the pack, because the Mitchell Room Air Conditioner is a better product delivering more cooling... the exclusive features are easy to demonstrate and sell... customers can dial their own personal weather.

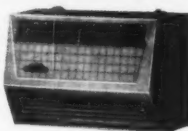
1 H.P. Mitchell Room Air Conditioner cools and heats with the Weath'r-Dial at no extra cost. Thermostatic control, standard equipment



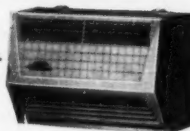
3/4 H.P. Mitchell Room Air Conditioner cools and heats with the Weath'r-Dial at no extra cost. Thermostatic control, standard equipment



1/2 H.P. Mitchell Room Air Conditioner.



1/2 H.P. Mitchell Room Air Conditioner.



A Room Air Conditioner  
That Doesn't Both  
**COOL and HEAT**  
IS OBSOLETE!

only **MITCHELL**  
does both with the  
*Weath'r-Dial*

**MITCHELL MFG. CO., DEPT. EM-2**  
2525 Clybourn Avenue, Chicago 14, Illinois

Rush us details about the 1953 line of Mitchell Room Air Conditioners. Tell me how to get a Mitchell dealer franchise to sell the only room air conditioners that both cool and heat with the Weath'r Dial.

Name \_\_\_\_\_  
Store Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# Ranger KITCHEN STOVE HOODS



The Ranger line of Hoods is designed for efficiency and economy... ease of installation... a wide sales market. Made in two models...

Ranger STANDARD . \$54.95  
Ranger DE LUXE . . \$74.95

Two price levels, plus the availability of special sizes, meet the requirements of a very wide market.

## KEEPS KITCHEN SPOTLESS

The Ranger Hood, beautifully designed and finished in gleaming white enamel, chrome and stainless steel, traps and removes greasy fumes, smoke and vapors... keeps wall, ceilings and equipment spotlessly clean and fresh... protects wall coverings, drapes, clothing, rugs, furniture and woodwork throughout the house.

## REMOVES KITCHEN ODORS

Cooking odors are caught up and exhausted through the Hood before they can escape into the rooms. The gently ventilating action keeps kitchen air cool and fresh.

Regular sizes, Standard or De Luxe models: 42" x 26" x 14". Special sizes available on request — anything above regular dimensions priced extra. Very simple to install.

Dealer & Distributor Inquiries Invited

ROBERTS MANUFACTURING COMPANY  
Cleburne, Texas

Above is shown the Special Blower Unit installed in the DE LUXE HOOD. "Squirrel" cage blower — easily removable grease trap... recessed tubular light.

## Ready TV Commercials



CONFERRING over the script of one-minute spot commercials on the Alliance Cascomatic booster are agency man Miles C. McKearney, left, and John Bentia, vice-president and general sales manager of the Alliance Mfg. Co.

## Windows Plus Ads

National window display advertising is being used this fall to back up an extensive advertising campaign by Apex Electrical Mfg. Co.

The ad campaign includes an expanded series in the *Saturday Evening Post*, and extensive trade paper and cooperative advertising. The window display program will utilize contacts with key merchandising managers and appliance buyers in department stores throughout the country.

A number of promotional and tie-in sales helps, including display material, radio and TV spots, consumer folders and dealer sales presentation books, are available.

In Cleveland, home of Apex, the company has arranged a unique window display contest among the display managers of four leading department stores. Each will have two chances to build an Apex display for a window in the lobby of the Cleveland Arena. The winner gets his choice of an Apex major appliance as a prize.

## Promotion Briefs

● The Broil-Quik Co. has launched what officials call the "largest national advertising campaign" in broiler history. Consumer ads are being supplemented with holiday newspaper mats, counter cards and other merchandising material.

● A two-month test campaign was conducted in eight cities during October and November by General Floorcraft. Theme of the "chore-saver" promotion was the headline "Now General Floor Machines Cost Less to Buy Than to Rent." Newspaper and radio ads were supplemented by a variety of dealer sales aids.

● General Electric's receiver department is currently sponsoring an outdoor billboard and car card program on a cooperative basis. Poster designs featuring clock radios or G-E television are available.

● CBS-Columbia, Inc., last month assumed sponsorship of the Doris Day show on the CBS radio network.

● Admiral Corp. has undertaken sponsorship of Bishop Fulton J. Sheen's "Life is Worth Living" television series on the Du Mont network. Admiral officials said the transaction covers \$1,000,000 for the first year, with Bishop Sheen's fee being donated to Missions Humanity, a member of the voluntary agencies of the U.N.

● Products of Kraft and General Mills will be used as bonus-gift items in a free trial offer being made by Dormeyer. The consumer is offered a box of cake flour for taking advantage of a free trial on the Dormeyer mixer. For trying out the Dormeyer deep fryer she receives three bottles of Kraft Oil.

## TELE-VISION CLOCK and LAMP



Model 700

"Self-Starting Electric"

## numechron

Automatically Calculates "time at a glance"

Plastic Case, seven pastel colors. Height 5", Width 5½", Depth 3½", Weight 2½ Lbs. UL approved motor and cord.

Consult your distributor or write for catalog and attractive discounts on complete line of Numechron Clocks. Personalized imprinting available.

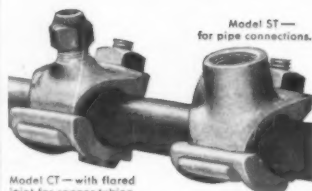
PENNWOOD NUMECHRON CO.

7249-51 Frankstown Ave., Pittsburgh, Pa.

## Quick easy way

to make gas connections

FOR LAUNDRIES, DRYERS, REFRIGERATORS, AND OTHERS



Model CT — with flared joint for copper tubing.

Model ST — for pipe connections.

SKINNER-SEAL SADDLE TEE—for making gas and water connections. No pipe cutting or threading. Quick. Easy. Cuts costs. For gas refrigerators, home laundries, heaters, etc. Write for circular.

Approved by Underwriters' Laboratories, Inc.

M. B. SKINNER CO.  
SOUTH BEND, 21, IND., U. S. A.

## Meetings Click

The more than 300 "grass roots" sales training meetings conducted for vacuum cleaner dealers this fall by Landers, Frary & Clark were generally successful, Lee Moss, sales manager of the firm's home cleaning equipment division said last month.

Moss said that the meetings had accomplished what they had been intended to do—educate the greatest number of Universal retailers in the shortest period of time during the selling season.

Two vital sales needs were discovered, Moss said. Dealers admitted a lack of knowledge as to the proper use of promotional materials and a lack of knowledge as to the proper closing of a sale.

Orders for cleaners have trebled since the meetings started, Moss said.



## Of things to come


**F**OR a lot of people this is inventory time. But it's time, too, to take another kind of inventory—an inventory of ideas, of accomplishments—and of things to come.

If you're a Frigidaire dealer, here are some of the more important things that the past year has brought you. First and foremost, Frigidaire brought you the sensational Cyclamatic Frigidaire, with its Cyclamatic Defrosting, Roll-to-You Shelves, and a true Food Freezer-Refrigerator Combination. Also, Frigidaire gave you the unique and much-in-demand Filtra-matic Clothes Dryer, a completely new line of Food Freezers, the new Frigidaire Automatic Washer with Float-Over washing and rinsing, and a line of electric ranges that set a new standard for the industry. Add to this the complete

line of Electric Water Heaters, the Prestoe-Matic Electric Ironer, the amazing Electric Dehumidifier, and the full line of Window Air Conditioners . . . and you have a product line-up that just can't be matched!

And, what of the future? Well, let the past forecast the future for you. Let the prestige, the profit, and the products of Frigidaire's past give you an inkling of what is to come.

For great things will come to Frigidaire dealers tomorrow, next year, in the next decade. These are things that just automatically go with the Frigidaire Franchise.

 **Frigidaire Appliances**



## Complete The Job

WITH

## Laund-R-vent

Provides The Finishing Touch For Automatic Clothes Dryers

- Eliminates Lint On Basement Floor
- Reduces Moisture In Laundry Room
- Expels Exhaust From Dryer To Outside

### 3" Laund-R-vent @ \$3.29

Complete kit with  
1—Laund-R-vent 3" size  
3—24" Lengths Alum. pipe  
2—Adjustable elbows 3"  
Dealers Price—\$7.60

### 4" Laund-R-vent @ \$3.84

Complete kit with  
1—Laund-R-vent 4" size  
3—24" Lengths Alum. pipe  
2—Adjustable elbows 4"  
Dealers Price—\$8.95

Built of Aluminum — Easily Installed  
Equipped with positive-acting butterfly damper

Write Dept. E For Complete Details

**COLE-SEWELL ENGINEERING CO.**  
2282 University Avenue St. Paul 14, Minn.



## Flexible Cords

in convenient lengths, on smart metal spools for fast and profitable "footage" business... well known to your trade as the choice of leading manufacturers... also U-L approved Cord Sets that put an end to CORDelirium.

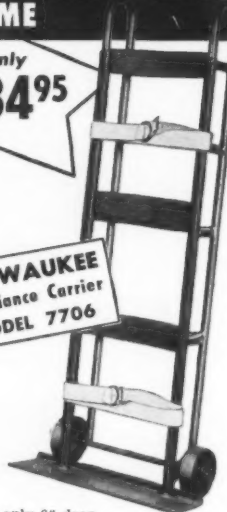
For exacting uses requiring special resistance to oil, heat and light, our SO and SJO cords are supplied with Neoprene jackets... both 40% and 60%.

**CORNISH WIRE COMPANY, INC.**  
50 Church Street, New York 7, N. Y.

## The Design is NEW the PRICE is the SAME

Only  
**\$34.95**

**MILWAUKEE**  
Appliance Carrier  
MODEL 7706



Slim, only 6" deep, for tight corners, plus extra height for easy breakover and load control. Sled type, box-braced tubular steel frame. Round sliding edges for easier movement up and down stairs, in and out of trucks. Two wide belts and 5" x 23" nose plate. Solid rubber wheels. Load capacity 750 lbs. All this, only \$34.95 f.o.b. Milwaukee. Ask your supplier.

**MILWAUKEE**  
Truck and Caster Corp.  
6518 W. RIVER PARKWAY, MILWAUKEE 13, WIS.

## RADIO-TV

### Analyzing The Service Business

Typical Dealer	Radio	Gen. Serv.	TV
Average No. of Service Technicians Employed	1.4	2.7	5.3
% of Service Calls Handled in the Home...	10%	60%	80%
Sq. Ft. of Floor Space	700	900	1,000
Sq. Ft. of Service Space per Technician	250	174	92
Who Handles Bookkeeping and Accounting	Owner	Owner	Acctnt.
Jobs Per Week—Each Technician	32	35	37
Average Billing per Service Call	\$5.50	\$7.50	\$8.00
Volume of Service Business—1950	\$7,500	\$12,500	*\$15,500
1951	9,000	15,500	* 21,000
Change in Business (1950 vs 1951)	+20%	+24%	+35%
(1951 vs 1952)	+13%	+23%	+27%

\* Including some additional parts business not covered by average service call billings.

THE TABULATION above represent the findings of a survey conducted recently by General Electric's tube department. Over 2100 full-time service dealers replied to the company's questions on their shop facilities, their methods of operation and their service income. For the purposes of the survey, dealers whose service business included more than 75 percent TV-work were classified as TV service dealers; similarly, those who did over 75 percent of their business on radios were classified as radio service dealers. "General" service dealers include those whose business includes a major proportion of both radio and TV service.

### Future for Wired-TV

Even after the FCC has granted all the TV channels it has allocated there will be many communities which will not enjoy adequate TV coverage—and who will rely on community television systems.

That's the conclusion of a survey completed recently by the National Community Television Assn. Topographical peculiarities are the reason many small and medium-sized communities to rely on such systems, the report said.

NCTA president Martin F. Malarkey, Jr., said that the group was anxious to cooperate in every way with all telecasters and station applicants "in a mutual effort to make TV reception available to the greatest number of people."

### Crystal Gazing

TV production and sales in 1953 will probably pass the six million unit mark—if you take the word of marketing experts at General Electric and Sylvania.

Market analysis experts of G-E's tube department feel that the industry next year will produce 6.2 million sets. In New York in late October John K. McDonough, general manager of Sylvania's radio-television division said he felt that the industry would also sell at least six million sets during 1953.

E. F. Peterson, manager of marketing for the G-E tube department, estimated that the retail value of sets produced next year would total \$1,730,000. He attributed the rise in set production to new stations and an expected acceleration in the replacement of old sets.

Production of receiving tubes next year should total about 435 million, compared to 375 million this year.

Peterson predicted that picture tube output would pass the eight million figure with over two million being used for replacement.

Peterson estimated that about 700,000 sets purchased between 1947 and 1950 will be ready for replacement next year and he said he felt many other owners would use their old sets as second-sets in the home.

McDonough's predictions were confined to sales outlook (rather than production figures such as Peterson cited). Recalling that in 1950 the industry sold 6.16 million sets, McDonough said he felt that 1953 might see this record broken. In 1954 and 1955, he said, sales should rise to seven million annually and thereafter replacement sales should assure "even more good years". By the end of 1953, he said, there should be about 25 million sets in American homes. Broken down by tube size, Sylvania expects 65 percent of 1953 sales to be in the 21-inch category, five percent in the 17-inch range, 20 percent in the 22-24-inch class and only ten percent in 25-27-inch models.

### All-Channel Demand

Within a few weeks, 80 percent of Arvin's television output will be devoted to production of custom sets equipped with all-channel built-in tuning, company officials said recently.

Original schedules called for the all-channel sets to account for 35 percent of the firm's production. That was soon jumped to 50 percent when heavy demand for the sets was felt. By February, the company hopes to put 90 percent of its production into the VHF-UHF tuner sets, vice-president Harlan B. Foulke said. Complete (100 percent) production of these units is "entirely possible by spring should conditions warrant," Foulke added.

# Now!



the New **Maytag** Dryer!

Early in 1953 the new Maytag dryer will be available for distribution. The first model will be electric—to be followed by a gas model. The dryer will be a companion to the famous Maytag Automatic Washer. Maytag's dryer operates on a new principle that overcomes certain objectionable features found in other dryers. Many, many dealers know that there is no more sales-persuading name in home laundry equipment than the famous name—"Maytag." (More than 7 million Maytag washers have been sold...far more than any other make.) You can do yourself and your customers no more practical service than to heed this simple advice: "Wait for the Maytag dryer...."

**THE MAYTAG COMPANY, NEWTON, IOWA • WASHERS, DRYERS, RANGES, FREEZERS, IRONERS**

## BED COVERINGS

Sept., 1952.....	110,270
9 Mos., 1952.....	339,828
(1951 not available)	

## COFFEE MAKERS

Sept., 1952.....	157,884
Sept., 1951.....	82,193
9 Mos., 1952.....	752,865
9 Mos., 1951.....	810,283
% Change vs. 1951	
Sept., 1952.....	+92.09%
9 Mos., 1952.....	-7.09%

## DISHWASHERS, Motor Driven (Residential Type)

Sept., 1952.....	13,704
Sept., 1951.....	11,272
9 Mos., 1952.....	100,637
9 Mos., 1951.....	162,393
% Change vs. 1951	
Sept., 1952.....	+21.58%
9 Mos., 1952.....	-38.03%

## DRYERS, CLOTHES

Sept., 1952.....	71,516
Sept., 1951.....	43,752
9 Mos., 1952.....	386,213
9 Mos., 1951.....	328,177
% Change vs. 1951	
Sept., 1952.....	+63.46%
9 Mos., 1952.....	+17.68%

## FOOD WASTE DISPOSERS

3rd Quar. 1952.....	68,870
3rd Quar. 1951.....	49,627
% Change vs. 1951	
3rd Quar. 1952.....	+38.77%
9 Mos., 1952.....	-31.29%

## FREEZERS, Home and Farm

Sept., 1952.....	83,942
Sept., 1951.....	67,968
9 Mos., 1952.....	618,267
9 Mos., 1951.....	501,292
% Change vs. 1951	
Sept., 1952.....	+23.50%
9 Mos., 1952.....	+4.56%

## HEATERS, Convector and Radiant

Sept., 1952.....	13,943
Sept., 1951.....	17,233
9 Mos., 1952.....	64,654
9 Mos., 1951.....	95,490
% Change vs. 1951	
Sept., 1952.....	-19.09%
9 Mos., 1952.....	-32.29%

## HEATERS, Fan Forced & Fan-Heater Combs.

Sept., 1952.....	57,147
Sept., 1951.....	44,070
9 Mos., 1952.....	201,355
9 Mos., 1951.....	203,472
% Change vs. 1951	
Sept., 1952.....	+29.67%
9 Mos., 1952.....	-1.04%

# Manufacturers' Sales\*

## HOTPLATES & DISC STOVES

Sept., 1952.....	35,811
Sept., 1951.....	19,754
9 Mos., 1952.....	239,019
9 Mos., 1951.....	293,358
% Change vs. 1951	
Sept., 1952.....	+81.28%
9 Mos., 1952.....	-18.52%

## IRONERS

Sept., 1952.....	22,492
Sept., 1951.....	18,300
9 Mos., 1952.....	140,417
9 Mos., 1951.....	210,700
% Change vs. 1951	
Sept., 1952.....	+22.91%
9 Mos., 1952.....	-33.34%

## IRONS, Automatic, Standard

Sept., 1952.....	251,420
Sept., 1951.....	375,019
9 Mos., 1952.....	1,629,443
9 Mos., 1951.....	2,968,432
% Change vs. 1951	
Sept., 1952.....	-32.96%
9 Mos., 1952.....	-45.11%

## IRONS, Steam & Steam Attachments

Sept., 1952.....	252,812
Sept., 1951.....	253,675
9 Mos., 1952.....	1,750,084
9 Mos., 1951.....	1,484,521
% Change vs. 1951	
Sept., 1952.....	-34%
9 Mos., 1952.....	+17.88%

## IRONS, Travel

Sept., 1952.....	33,321
Sept., 1951.....	16,926
9 Mos., 1952.....	183,332
9 Mos., 1951.....	217,468
% Change vs. 1951	
Sept., 1952.....	+96.86%
9 Mos., 1952.....	-15.70%

## RADIOS, Portable

Sept., 1952.....	126,666
Sept., 1951.....	103,355
9 Mos., 1952.....	998,110
9 Mos., 1951.....	1,096,770
% Change vs. 1951	
Sept., 1952.....	+22.55%
9 Mos., 1952.....	-9.00%

## RADIOS, Home

Sept., 1952.....	324,786
Sept., 1951.....	603,055
9 Mos., 1952.....	2,596,259
9 Mos., 1951.....	5,192,180
% Change vs. 1951	
Sept., 1952.....	-46.14%
9 Mos., 1952.....	-50.00%

## RADIOS, Clock

Sept., 1952.....	183,496
Sept., 1951.....	47,591
9 Mos., 1952.....	1,131,048
9 Mos., 1951.....	544,960
% Change vs. 1951	
Sept., 1952.....	+285.57%
9 Mos., 1952.....	+107.55%

## RANGES

Sept., 1952.....	64,260
Sept., 1951.....	96,182
9 Mos., 1952.....	694,630
9 Mos., 1951.....	982,827
% Change vs. 1951	
Sept., 1952.....	-33.19%
9 Mos., 1952.....	-29.32%

## REFRIGERATORS

Sept., 1952.....	257,362
Sept., 1951.....	215,459
9 Mos., 1952.....	2,633,680
9 Mos., 1951.....	3,209,338
% Change vs. 1951	
Sept., 1952.....	+19.45%
9 Mos., 1952.....	-17.94%

## TELEVISION

Sept., 1952.....	755,665
Sept., 1951.....	337,341
9 Mos., 1952.....	3,670,591
9 Mos., 1951.....	4,090,491
% Change vs. 1951	
Sept., 1952.....	+124.01%
7 Mos., 1952.....	-10.27%

## TOASTERS

Sept., 1952.....	272,854
Sept., 1951.....	232,521
9 Mos., 1952.....	1,376,642
9 Mos., 1951.....	2,170,690
% Change vs. 1951	
Sept., 1952.....	+17.35%
9 Mos., 1952.....	-36.58%

## VACUUM CLEANERS

Sept., 1952.....	237,541
Sept., 1951.....	210,086
9 Mos., 1952.....	2,046,000
9 Mos., 1951.....	2,020,253
% Change vs. 1951	
Sept., 1952.....	+13.07%
9 Mos., 1952.....	+1.27%

## WAFFLE IRONS-SANDWICH GRILL COMBINATIONS

Sept., 1952.....	106,947
Sept., 1951.....	100,009
9 Mos., 1952.....	419,248
9 Mos., 1951.....	712,226
% Change vs. 1951	
Sept., 1952.....	-6.94%
9 Mos., 1952.....	-41.14%

## WASHING MACHINES, Standard (Electric & Gas Engines)

Sept., 1952.....	283,732
Sept., 1951.....	313,746
9 Mos., 1952.....	2,169,491
9 Mos., 1951.....	2,522,755
% Change vs. 1951	
Sept., 1952.....	-9.57%
9 Mos., 1952.....	-14.00%

## New Product, New Distribution



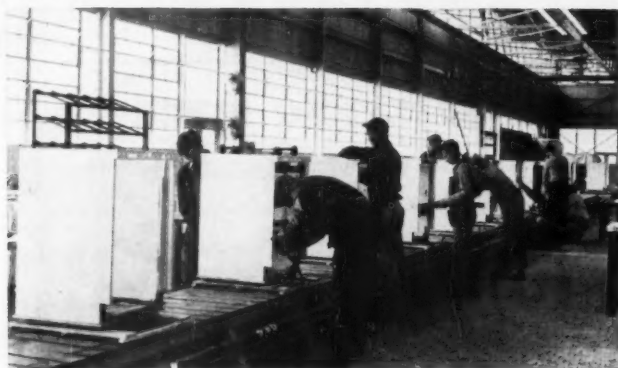
**INTRODUCTION** of a new home workshop unit (above) and a change in distribution were announced by the Delta Power Tool division of Rockwell Mfg. Co. in October. The new unit (being examined above by executive vice-president J. E. Ashman, president W. F. Rockwell, Jr., and Delta vice-president R. P. Melius) is the "Deltashop," a multi-purpose tool which includes a circular saw, jointer, drill press and sander. Under the new distribution pattern 300 "leading department stores and merchandisers of home appliances" will handle Delta tools. Distribution will be through 150 wholesalers.

\*WASHERS, IRONERS, DRYERS—Membership of American Home Laundry Mfrs. Assn.; VACUUM CLEANERS—Industry Estimate by Vacuum Cleaner Mfrs. Assn.; RADIO, TELEVISION—Industry Estimate Radio-Television Mfrs. Assn.; ALL OTHERS—NEMA Members, Not Industry.



## MANUFACTURERS

### New Kentucky Home for GE Products



**ELECTRIC DISHWASHERS** are now being assembled at General Electric's "appliance park" in Louisville, marking the first actual production at the new plant site. All dishwasher and dishwasher-sink assembly is now being performed at Louisville although the firm's Scranton plant is still producing parts for the assembly process.

### Bendix Expands

The "secret" the whole trade was talking about was made official last month when Bendix Home Appliance officials confirmed plans to market a full line of refrigerators, ranges and home freezers.

Judson S. Sayre, Avco vice-president and general manager of that firm's Bendix division, admitted that the new lines would be shown at the January markets in Chicago but said it would be late in 1954 before national distribution was achieved. He said that distributors not now handling kitchen appliances would be the first to handle the new Bendix products but that national distribution might be accomplished by "the last half of 1954."

### Soon, But Not Now

Home air conditioners have been developed by Deepfreeze, have been subjected to 10 months of testing, have satisfied company officials "completely"—but will not be on the market for some months to come.

Commenting on rumors that the firm would introduce the units in January, general sales manager Ben G. Sanderson said that Deepfreeze "will eventually enter the market on a broad scale, possibly before the end of 1953 and certainly during the following year."

Sanderson pointed out that the steps between engineering and mass production are "long and serious ones" and he added that "to rush headlong into production of a major appliance is hardly in keeping with our policies."

### Admiral Changes

An expansion of TV productive facilities and a centralizing of refrigerator output have been announced by Admiral Corp.

A 46,000 square-foot, one-story ad-

dition to the firm's Bloomington, Ill., television plant is scheduled for completion by January 1. The plant will contain TV installation lines and storage space for components and finished products.

The firm, which previously produced only its 11 and 12 cubic foot refrigerators at its Midwest Mfg. Corp. subsidiary in Galesburg, has consolidated all refrigerator production at that point. Admiral appliance vice-president Lee H. D. Baker said the change will result in more efficient operation and will permit mixed-car shipments to distributors.

### More Room Coolers

Work on a new manufacturing building which will increase the productive capacity of Universal Major Elec. Appliances, Inc., by ten percent should be completed late this month. The new building will be used for expanded output of room air conditioners and will free existing factory space for stepped-up output of home freezers.

Universal's projected room air conditioner production for 1953 is eight times the firm's output in 1952, president Morton L. Clark said last month. The growing demand for these units, plus new defense work, necessitated the construction of the new factory in Lima, Ohio. Room air conditioners for the 1953 season were put into production by Universal in October and Clark said that even then advance orders were at the 10,000 unit mark.

### Mitchell for Sears

Sears Roebuck & Co. has selected room air conditioners built by Mitchell Mfg. Co. for distribution under its Coldspot label. The units will appear in Sears stores at the same time that Mitchell's own 1953 line makes an appearance.

as  
modern



as  
today

## ..the CEMCO TAILGATE way

Unless you've tried it, you've no idea how much easier, faster and safer it is.

Your truck motor supplies the power to operate this hydraulic tailgate. It raises or lowers up to 2,000 pounds—stops and holds the load at any point on the way up or down.

It's wonderful for handling heavy appliances—ranges, refrigerators, etc.

Send for details—Dept. E-12.

**CEMCO INDUSTRIES, INC.,**  
GALION, OHIO



**ARMSTRONG**  
**PORTABLE**  
**IRONER**

### BIG IRONER VALUE for LITTLE MONEY

Here's an ironer for AC current you can display and sell with full confidence. Women like it because it saves time and is reasonably priced. Motor is wholly enclosed. Equipped with 21" roll, thermostat that controls heat and signal light which glows while current is on. Elbow control leaves user's hands free to guide clothes. Finished in white enamel and chrome.

ORDER FROM YOUR JOBBER TODAY  
or write for literature on Armstrong Ironers, Electric and Gas Heaters and Lawn Sprinklers

**ARMSTRONG PRODUCTS CORP.**  
Manufacturers of Quality Products Since 1899

Dept. EM

Huntington 12, W. Va.



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# SEARCHLIGHT SECTION

SELLING  
EMPLOYMENT

(Classified Advertising)  
"OPPORTUNITIES"

MERCHANDISE  
BUSINESS

## A BOON TO DRYER INSTALLERS with Laund-R-Vent

- Butterfly Damper
- All Aluminum



Order Attn. Dept. EM

- Inexpensive
- Completes The Job

LIST PRICE ONLY \$5.49 DISCOUNT 40%

ACCESSORIES:  
3" Galvanized Pipe 24" long \$ .33 net  
3" Adjustable Elbows, Closed Seams .48 net  
12"x18" Galvanized Window Plates with 3" Hole .78 net

## PEARSOL APPLIANCE CORP.

2122 EUCLID AVE. CLEVELAND 15, OHIO

"The house of a million original parts"  
WASHER, DRYER, IRONER PARTS & SUPPLIES

We are seeking Distribution of ALLIED PRODUCTS. Please contact us at once with complete information as to sales area, etc.

## ZIG ZAG SEWING MACHINES

Opportunity for a limited number of distributors to handle the famous Haid & Neu ZIG ZAG sewing machine on a franchise basis. This machine has every feature desirable in a modern sewing machine, plus all the quality that can be built in by one of Germany's oldest and leading sewing machine manufacturers.

Write at once for details on how you can profit by handling this outstanding product.

### MOORE TRADING CO.

CENTRAL TOWER BLDG. SAN FRANCISCO 3, CALIF  
Importers, exclusive U. S. and Canada Factory Agents

### MOTOR EXCHANGE SERVICE

Your burnt out vacuum cleaner motors completely rebuilt guaranteed one year.  
Your cost \$8.50 G.E. tank motor \$9.50  
1000 Rebuilt vacuum cleaners \$9.50 up  
Rebuilt Tank Vacuum \$19.50 up  
DEALERS' VACUUM CLEANER CO.  
140 Nostrand Ave. Brooklyn 5, N. Y.

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STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 2, 1933, AND JULY 2, 1946 (Title 35, United States Code, Section 253) SHOWING THE OWNERSHIP, MANAGEMENT, AND

Of Electrical Merchandising, published monthly at Albany, New York, for October 1, 1952.

1. The name and address of the publisher, editor, managing editor, and business manager is: Publisher McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York 36, N. Y.; Editor Laurence Wray, 330 West 42nd Street, New York 36, N. Y.; Managing editor Robert Armstrong, 330 West 42nd Street, New York 36, N. Y.; Business manager H. C. Hahn, 330 West 42nd Street, New York 36, N. Y.

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McGraw-Hill Publishing Company, Inc.  
By J. A. GERARDI, Vice Pres. & Treas.  
Sworn to and subscribed before me this 20th day of September, 1952.  
[SEAL] ELVA G. MARLIN.  
(My Commission expires March 30, 1954)

ELECTRICAL MERCHANDISING—DECEMBER, 1952

## MERCHANDISING SUPPLEMENT



CUT delivery time. SAVE unnecessary damage and work with the YEATS APPLIANCE DOLLY

Second story deliveries are no problem when you use the dolly with the easy-does-it feature. Aluminum alloy frame, 58" tall, has smooth runners on back for easy off-on truck loading, curved cross members in front for round appliances and is padded with felt.

14" Web strap fastens appliances tight with the patented (30 second action) strap ratchet—a Yeats exclusive.

Caterpillar STEP GLIDE. Endless belt eases the largest appliances over stair edges without marring. Write for full information.

Yeats Appliance Dolly Sales Co.

2124 N. 12th St.  
MILWAUKEE 5, WIS.

### Roll 'em with ROLL-OR-KARI DUAL TRUCKS

For easy, safe and quick handling. RANGES, FREEZERS, REFRIGERATORS. Patented Step-On Lift Folding Handles. Cap. 1,000 lbs.—Ship wt. 45 lbs.

REGULAR MODEL equipped with fixed wheels. DE LUXE MODEL with swivel wheels at one end. Write Dept. 8

### ROLL-OR-KARI CO.

Manufacturers ZUMBROTA, MINNESOTA



### MEND-IT SLEEVE

Permanently repairs broken coils in electric appliances and industrial equipment. Solves appliance coil, auto and truck ignition wire and all similar uses. Made in 5 sizes. Time-Tested-Successful-Economical Write for Catalog

MEND-IT SLEEVE MFG. CO.  
Insert broken ends into sleeve. Crimp tight with pliers 136 Bonita Av., Piedmont 11, Calif.

### This MERCHANDISING SUPPLEMENT Section

is an adjunct to other advertising in this issue with these additional announcements of products and services of special interest in the sale and servicing of electrical appliances and in other merchandising opportunities.

Electrical Merchandising

### Modern Appliance Displays Need LIGHTED MOTION!

The Action Display-Way To Boost Your Sales!



THE OLDEST NAME in turntables assures you profitable, trouble-free operation. Used by merchants nationwide for unusual action displays. Model 712 ROTO-SHO illustrated, revolves 3 times a minute, permits novel, self-contained lighting effects as well as operation of electrical devices. Table 18" diameter. A.C. only. Sturdy steel construction. Guaranteed. Write today for complete turntable catalog including build-up fixtures!



GENERAL DIE AND STAMPING CO.  
Integrity Since 1919  
Dept. 65, 267 Mott St. New York 12, N. Y.

### HAND TRUCKS for Safe & Easy

handling of RANGES, REFRIGERATORS, DEEP FREEZE AND AIR CONDITIONING UNITS, RADIO & TELEVISION SELF-LIFTING PIANO TRUCK CO. (WINDLIFT) CHGO

### SELLING JOB WANTED

Michigan and (optionally) Northern Ohio If you have established accounts but are not satisfied with their number and present monthly business, we will put aggressive action in building up present accounts and adding new jobs and department stores to your list. We are well established factory representatives. Need volume business. Do you?

### JUNE & COMPANY

505 New Center Bldg. Detroit 2, Michigan

### ATTENTION MANUFACTURER

Experienced wholesale appliance man, under 40, desires to represent a good manufacturer on an exclusive, full time basis in a Middle West Territory. Twelve years sales experience. Prefer to headquarters in St. Louis, if possible. Excellent references. Thorough knowledge of "Big League" merchandising. RA-5067, Electrical Merchandising 520 N. Michigan Ave., Chicago 11, Ill.

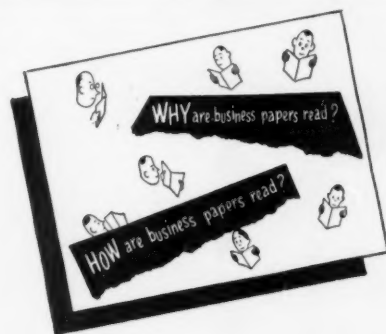
REPLIES (Box No.): Address to office nearest you NEW YORK: 330 W. 42nd St. (16) CHICAGO: 520 N. Michigan Ave. (11) SAN FRANCISCO: 68 Post St. (4)

### SELLING OPPORTUNITY OFFERED

EXCLUSIVE TERRITORY representation wanted by manufacturer. Sell Appliance Distributors Electric Blankets and other Electric Bed Covering. Now serving largest Corporations in country. Beardon & Son, Inc., 46 Worth Street, New York 13, N. Y.

### WANTED

ANYTHING within reason that is wanted in the field served by Electrical Merchandising can be quickly located through bringing it to the attention of thousands of men whose interest is assured because this is the business paper they read.



A copy of this quick-reading, 8-page booklet is yours for the asking. It contains many facts on the benefits derived from your business paper and tips on how to read more profitably. Write for the "WHY and HOW booklet."

McGraw-Hill Publishing Company, Room 2710, 330 West 42nd St., New York 36, N. Y.



# Greetings, Friends!

(With abject apologies to Frank Sullivan and the New Yorker)



God rest ye merry, gents and gals  
While I sing a carol to all my pals!  
A kind of Yuletide fantasy  
For Clara Zillesen from me;  
For Helen Kendall, Elizabeth Sweeney,  
Katherine Fisher and Julia Kiene.  
Let's hoist a stein and quaff a brew  
To you and you and you and you!  
For Ashbaugh (John) and Newcomb (Jim)  
Let bells ring out in joyous din;  
A brightly burning evening star  
To light the way of NARDA's Farr  
And Harry Price and Kenneth Stucky  
And other dealers half as plucky!  
A toast to the Hurley boys at Thor,  
A special hosanna for William Shaw!  
And if we stagger home at dawn  
Let's celebrate with Bernice Strawn;  
With Admiral's Siragusa, Ross  
And L. F. C.'s Lee Moss.

A beaming Yule without a care  
For Harry Parsons and Hardy Payor;  
Let's pound the keys and play the fiddle  
For Richard Dabney and Harold Biddle!  
Hurray, hurray! for Willie Mae  
For Wallace Johnson and Lewyt, A!  
And while we're at it this Christmas time  
Let's think of more to praise in rhyme:  
The ending of FCC's freeze  
The steady march of new TV's;  
Let's pass the compliments of the day  
To Robert Mitchell and Elisha Gray  
To different Taylors, Clotilde and Ed  
And Norge's Clary, nicknamed "Red".

With greetings ready, stamps all licked  
Let's post one pronto to Johnny Wicht.  
To Frances Armin and O. C. Small  
Schuler, Myers, Kaufman and Doll.  
Viands rich and liquors rare  
To Clark and the guys at Frigidaire  
The same to Conlon's Toussaint ("Money")  
And Edie Ramsay, my favorite honey!  
The year is over, the work is done  
So now's the time to have some fun!  
Strike up the band, gals have a dance  
With A. C. Scott and C. G. Frantz;  
A rousing, lively hot-cha-cha  
With Bill Bond and Ed Hamala!  
And then let's wish the best in store  
For Bessie Swann and Porter Gore:  
For the different Millers, Lou and Verna  
Clarence Linder and Tide's Paul Berner.  
Begone dull care, let nothing peeve,  
Gus Burns, Dick Weiss and Homer Reeve;  
For Sorensen (Ralph) and Oliver (Bob)

From this day's joy let nothing rob.  
Render singing bard some trills  
For Roger Bolin and Reese Mills;  
And bring big loads of bagels and yox  
to William Donald and Leo Fox;  
Have good wassail, down drinks gaily  
For Walter and Edwina Daily,  
And wish a frozen food manana  
To Foerstner and Hinchliff at Amana.  
Down the hatch! Here's to crime!  
We pledge Brett Neece and Jim Carmine:  
And when it's time for Yuletide games,  
We'll join Roy Bradt and Reggie James.  
Sing hey-nonny-nonny and a roundelay  
For Jimmy Peters and Reg Lemna;  
Holly for Rees of Coolerator,  
Lawson and Packard of Kelvinator;  
And while we're busy at this ad-libben'  
Let's not forget friend Jack McKibben.

For despite our daily aggravations,  
This is the time for salutations;  
So raise a glass on high (not tea!)  
For Dormeyer's Marvin Allessee;  
To Cashman, Ogden, Helt (all Bills)  
And all the other Jacks and Jills.  
Skol! to Schlegel (Norm) of Cory  
And Evans' hot-shot, big Georges Faure.  
I pray for a holiday season gay  
For Margaret Davidson of L. H. J.;  
The same, of course, from loving me  
to Hildegard Popper of H. & G.  
To Jessie Bakker and Gaffney (Ruth)  
A sigh for this old bard's lost youth.  
But it's a time for joy, a time for play  
For Elliott (Joe) of R. C. A.,  
For Charlie Pyle of N. A. E. D.  
And appliance sleuth Al McNamee;  
For the Gibsons, Sachas, Duggans (Frank)  
And Eureka's famous Burritt (Hank).  
Let's have a song! Lloyd Hertzler, peal  
Your basso chords in "Wagon Wheel";  
Sing to GE's Andy Anderson  
And Deepfreeze' Benny Sanderson!  
Render, please, "You are so Sweet"  
To Artie Scaife and Jack Poteat;  
Warble to Turnbull, Nance, Jack Sharp  
Who've strummed betimes on Hotpoint's harp.

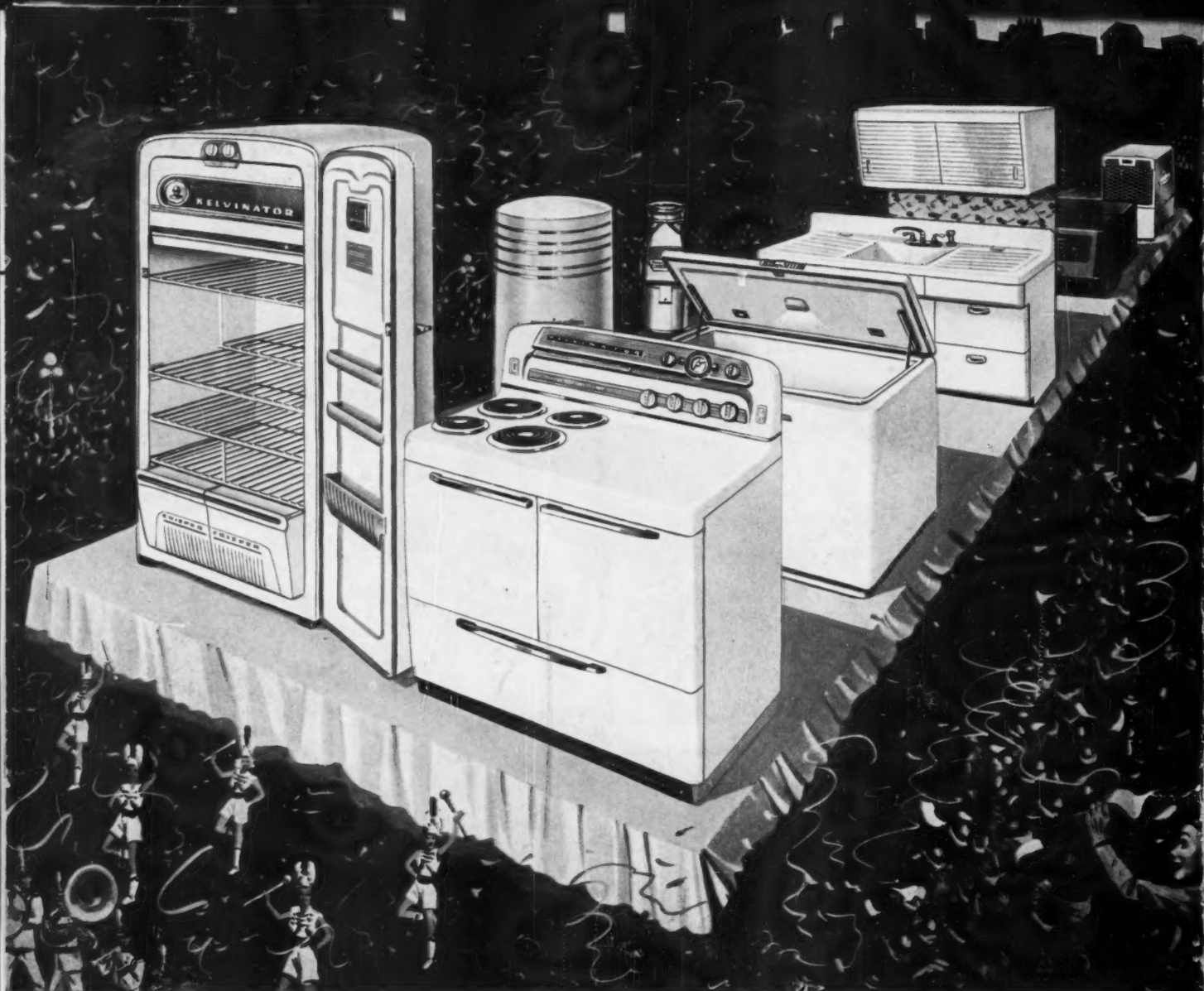
Now a final rousing Xmas cheer  
From E.M.'s staff and Howard Mateer!

*Lawrence Wray*

EDITOR

**W**ishing you and yours  
the Lovell-iest Christmas ever  
...and that means the whitest





## Here comes the parade!

**S**TRIKE UP THE BAND! Here comes the spectacular parade of new Kelvinator products for 1953.

First in the parade come strikingly beautiful new Kelvinator refrigerators packed with showmanship features to make the salesman's product demonstration sing.

Then comes Kelvinator's sensational 1953 line of electric ranges...highly styled in chrome trim to catch the prospect's eye and glamorize her kitchen.

There's a new and brilliant line of kitchen cabinets with sliding glass doors, fluorescent lights and dozens of other exclusive Kelvinator features...they are beyond comparison for beauty and utility!

And there are the dependable Kelvinator freezers with a new 18 cu. ft. upright to capture its share of sales in this important segment of the

freezer market.

Kelvinator is bringing its retailers, too, new room air conditioners with exclusive features of operation. Their beauty will blend harmoniously with every home and office décor. And, as retailers well know, there will be other products to be announced early in 1953.

Kelvinator retailers will have a full line of products to sell in 1953—products for greater convenience and comfort in the home—and they are backed by the Kelvinator franchise that means real progress in an industry which has recently seen unsound practices make retailing profits difficult.

Yes, this parade of 1953 products brings new opportunity for the progress of Kelvinator retailers everywhere—it is striking evidence of the "retail-mindedness" of Kelvinator—the most valuable franchise in the appliance industry today.

**THERE IS A BETTER FRANCHISE...**

IT'S **Kelvinator**

Division of Nash-Kelvinator Corporation, Detroit 32, Michigan

**THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY**

REFRIGERATORS • RANGES • FREEZERS • WATER HEATERS • DEHUMIDIFIERS • KITCHEN CABINETS • SINKS • "ELECTRO-DRAIN" GARBAGE DISPOSERS • ROOM AIR CONDITIONERS